



Food & Beverage **REPORT**

The official publication of the Associated Food Dealers of Michigan

June 2004

Just In

AFD is Moving!

Effective June 3, 2004,
our new address is:
30415 West Thirteen Mile
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We're Getting Ready for Golf!



The Annual AFD
Foundation Golf
Outing is scheduled
for Thursday, July 22
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Hills in Plymouth.

Place your marker
(on the calendar,
that is) to set aside
this important tee
time!
See page 8 for
details, because you
know it's important to
"follow through!"

Inside

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Food Basics' Advertising Questioned

By Michele MacWilliams

Amid much fanfare, on Tuesday March 30, The Great Atlantic & Pacific Tea Company (A&P, NYSE: GAP) opened 10 every-day-low-price Food Basics grocery stores throughout Metro Detroit giving away a \$70 store gift certificate every hour. The \$70 was significant because A&P officials maintain that \$70 buys the same amount of groceries that \$100 buys at a conventional supermarket.

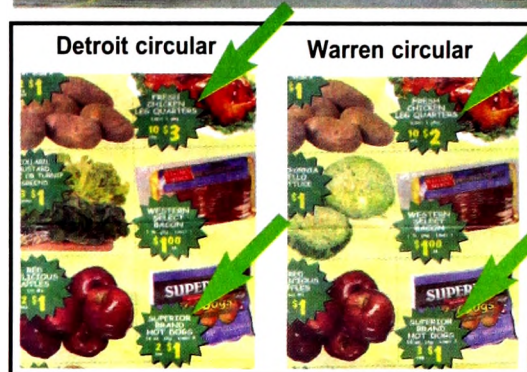
Their claim may or may not be true. According to a competing retailer, information that Food Basics included in their sale circulars and on their signs is misleading and – in some cases – just plain untrue.

Munim Yono, owner of O'Brien's Supermarket in Ecorse, was outraged to find that Food Basics had compared a sample shopping cart of food at his store, and the local Kroger to Food Basics. All shopping took place on March 17, 2004. However, Food Basics didn't open for business until March 30, which makes it difficult to compare, and easy to lower prices once the competition's prices are readily available. The circular listed O'Brien's prices as the highest – 43 percent higher than those listed for Food Basics. However, Yono went back in his computer to March 17 and ran bar scans of all the listed products.

Four of O'Brien's products that were listed in Food Basics' circular were mispriced and additional items on store signs in Food Basics carried incorrect information about O'Brien's, according to Yono.

In the sample shopping cart list

Food Basics, continued on page 12.



House Defeats Tobacco Tax Hike - For Now

Due in large part to intense lobbying by AFD and our coalition, on Wednesday, May 19, the Michigan House of Representatives rejected Governor Granholm's proposed 75-cent per pack cigarette tax hike, which would have increased the tax to \$2 per pack. Two versions, the Governor's and the Republican's plan were debated. The Republican plan would have only boosted the tax on cigarettes, not other tobacco products like cigars and chewing tobacco.

After hours of negotiations, the GOP agreed to abandon their plan and hold a vote on the governor's. The bill fell 11 votes short of passage. However, on May 19 the House did move to reconsider the tax and we expect that they will take the matter up before the end of May (after this publication's printing date.)

In other legislative matters, it is also important to note that the Senate may move on a liquor tax increase. AFD will keep its members posted.

June is Dairy Month

Dairy Industry Launches "Healthy Weight with Dairy" Campaign

The International Dairy Foods Association (IDFA), Milk Processor Education Program (MilkPEP) and Dairy Management Inc.™ (DMI) are in the process of rolling out the dairy industry's new "Healthy Weight with Dairy Campaign". National advertising and local

marketing efforts tout scientific research that suggests a link between dairy consumption and reduced body weight. The campaign began last October and continues with a new program "Milk your diet. Lose weight!" from June 1 through

Dairy, continued on page 4.

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See Specially Marked Packages for Details. Promotion subject to Official Rules available at www.dew.com. Void where prohibited. Dew Bottles must be returned by August 31, 2004. MOUNTAIN DEW, MOUNTAIN DEW CODE RED, MOUNTAIN DEW LIVEWIRE, DEW, DEW SPARKED WITH ORANGE, and the Dew Drop logo are trademarks of PepsiCo, Inc. © 2004.

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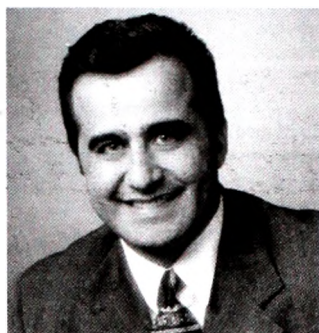
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Chairman's MESSAGE

AFD's Board of Directors is Actively Involved



By Ronnie Jamil
AFD Chairman

No matter what the company, association or charity, becoming a board member is both a privilege and a position of responsibility. However, the amount of time and attention that the position requires varies greatly from company to company and board to board. Some boards do little more than meet annually and give their nod to those who are in charge of daily operations.

This is truly not the case with AFD's board of directors. I can't say that I've ever seen a more involved group. From planning events to checking financial statements, not a day goes by where the AFD staff doesn't interface with its board members. Here are just a few examples of recent AFD board member involvement:

- Fred Dally met numerous times with Detroit Mayor Kwamie Kilpatrick, his representatives and the Detroit Free Press and Detroit News editorial boards to present the retailer point of view regarding liquor store inspections (see related story, page 4.)
- Thom Welch, Gary Davis, Al Chittaro, and Chris Zebari have been instrumental in helping oversee issues of the sale of AFD's Southfield building and the lease of the new office space. All this was done while keeping AFD's overall finances healthy, and with future growth in mind.
- When the USDA brought their

concerns about food stamp fraud to AFD, Terry Farida met with Food & Nutrition Services personnel to discuss the issues and develop a remedy strategy.

• Mike Rosch, Joe Bellino and Thom Welch have been actively and aggressively helping AFD pursue its legislative goal of increasing the liquor discount – the first increase in over 22 years.

• John Denha helped open productive dialogue with Nash Finch, encouraging their executives to become more involved with AFD.

• Earl Ishbia and Ernesto Ostheimer of Sherwood Foods were instrumental in planning and executing a very successful trade show this spring. The well-attended show is a great benefit to all AFD members.

• For the past three years, Tom Waller has been a key asset to AFD's Foundation Golf Committee, helping increase involvement and bring in new sponsors. This year we were able to increase our scholarships from \$1,000 to \$1,500 each, for 30 deserving students. Tom has also served as a valuable liaison between AFD and Farmer Jack, encouraging better communications.

• When AFD President Mike Sarafa arranged for an editorial staff member of the Detroit Free Press to tour some Detroit stores, Mike Shina and James Hooks stepped up to the plate and welcomed the visitors. What the Free Press saw were examples of Detroit's gems – beautiful, clean stores run by independent retailers.

• As its co-chair, John Pardington spent a great deal of time to make the AFD Trade Dinner a success. Behind the scenes he spent countless hours to provide AFD with access to new contacts and sponsors.

• Each year Jim Garmo, Nick Kizi, Brian Yaldoo, and Alaa Naimi donate their time and talents to raise money to provide turkeys to needy families across Metro Detroit. I'm pleased to say that through their hard work, the AFD Turkey Drive

The Grocery Zone

By David Coverly



Chairman's Message, continued
on page 23.

Court Dismissal Proves that Police Raid had no Merit



Editor's Note: On Thursday, May 20, the Detroit News ran the following editorial written by AFD President Mike Sarafa.

Remember last December when the City of Detroit announced a campaign to clean up the City, especially targeting independent inner city convenience stores? The police department conducted hundreds of "raids" to rid the City of bad operators. Thousands of police hours were spent – primarily issuing tickets under a City Ordinance which prohibits the sale of "unwholesome food."

Although those intentions sound good, the tickets were based on expired "sell by" dates or "freshness" dates that have no real basis in consumer protection law or the state health code. Here's how one case history played out. A storeowner was ticketed in a raid for selling "unwholesome food" because a police officer found a box of Cocoa Puffs on the shelves past the manufacturer's "best if used by" date. Last week in 36th District Court, Judge Nancy Blount dismissed the case. Not only did the City fail to prove that the Cocoa

Puffs were unwholesome, they failed to even bring the box into court. Justice was done.

But at what cost? In order to stand by his rights, this particular storeowner had to hire a lawyer and leave his place of business for three separate court dates in order to win a dismissal of the complaint against him. At the same time, Judge Blount's courtroom and staff had to deal on three occasions with this issue, as did police officers and the Corporation Counsel's office – all at taxpayers' expense.

If this were an isolated incident, it would be a shame. The fact that it is one of hundreds of similar cases brought since December makes it a matter of public debate. What is really sad is that many of these tickets were paid simply because a storeowner neither had the time nor the money to defend himself. Certainly, the police department has more urgent priorities.

The City has attempted to define unwholesome as anything which is sold past its "best if used by" date. Unfortunately, that date is a self-imposed guideline used by manufacturers to promote the sale of their products and is commonly known as a "freshness date." It has nothing to do with the health quality of the food inside the package.

In fact, the city ordinance has probably been superseded by the new state food law enacted several years ago, giving exclusive jurisdiction to the Department of Agriculture for determining what can and cannot be sold. It's true that there are certain dates that have

meaning. Those dates are usually preceded by the prefix "sell by this date" or "do not sell after." But even those products are not automatically determined by state law to be unwholesome. In fact, under state law, those products can still be sold as long as consumers are appropriately notified of the date.

The point is the date is not really an indicator of wholesomeness. The wholesomeness of food can only be determined by testing. If milk is spoiled, it is spoiled. It doesn't matter what the date on the carton says. If meat or fish is contaminated, it is contaminated. It doesn't make any difference what date the butcher puts on the product. Indeed, even most non-food items have dates on them. In fact, one storeowner received a ticket for outdated dishwasher soap!

Food inspections in stores should follow the law and be conducted by trained and qualified health officials whether state or local. The state health department has an annual inspection program that works well without wasting tax payer dollars or harassing good business people. If the City of Detroit has concerns about food quality let's bring together appropriate state and local authorities to work with industry representatives to make sure that safe food products are being delivered to Detroit's citizens. We all share the same goal of protecting consumers from the rare instances of spoiled foods on store shelves and can accomplish this goal without running up a high number of tickets with little or no legal standing in court.

Calendar

June 6-8

Dairy-Deli-Bake Seminar & Expo
Washington Convention Center
Washington, DC
(608) 238-7908

June 6-10

Executive Leadership Program
Cornell University
Ithaca, New York
(703) 516-0700

June 8-10

National Confectioners Association All
Candy Expo
McCormick Place
Chicago, IL
(703) 790-5750

July 22

AFD Foundation Golf Outing
Fox Hills Golf Course
Plymouth, MI
(248) 557-9600

July 23

5 A Day Foodservice Summit
Monterey, CA
(302) 235-ADAY

www.5aday.com/html/industry/summit.php

Statement of Ownership

The AFD Food & Beverage Report (USPS 082-970; ISSN 0894-3567) is published monthly by Metro Media Associates, Inc. (MMA) for the Associated Food Dealers of Michigan (AFD) at 18470 W. 10 Mile, Southfield, MI 48075. Material contained within The AFD Food & Beverage Report may not be reproduced without written permission from AFD.

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AFD works closely with the following associations:



Dairy, continued from cover

August 30.

This new campaign focuses on reducing weight by drinking milk. Its proponents say that drinking 24 ounces of milk in 24 hours will increase the amount of weight lost by 70 percent and the amount of body fat by 64 percent.

To add excitement to the program, a "Show Off with the Top Down" contest will also run this summer, where 24 consumers will win cream-

colored Volkswagen Beetle convertibles.

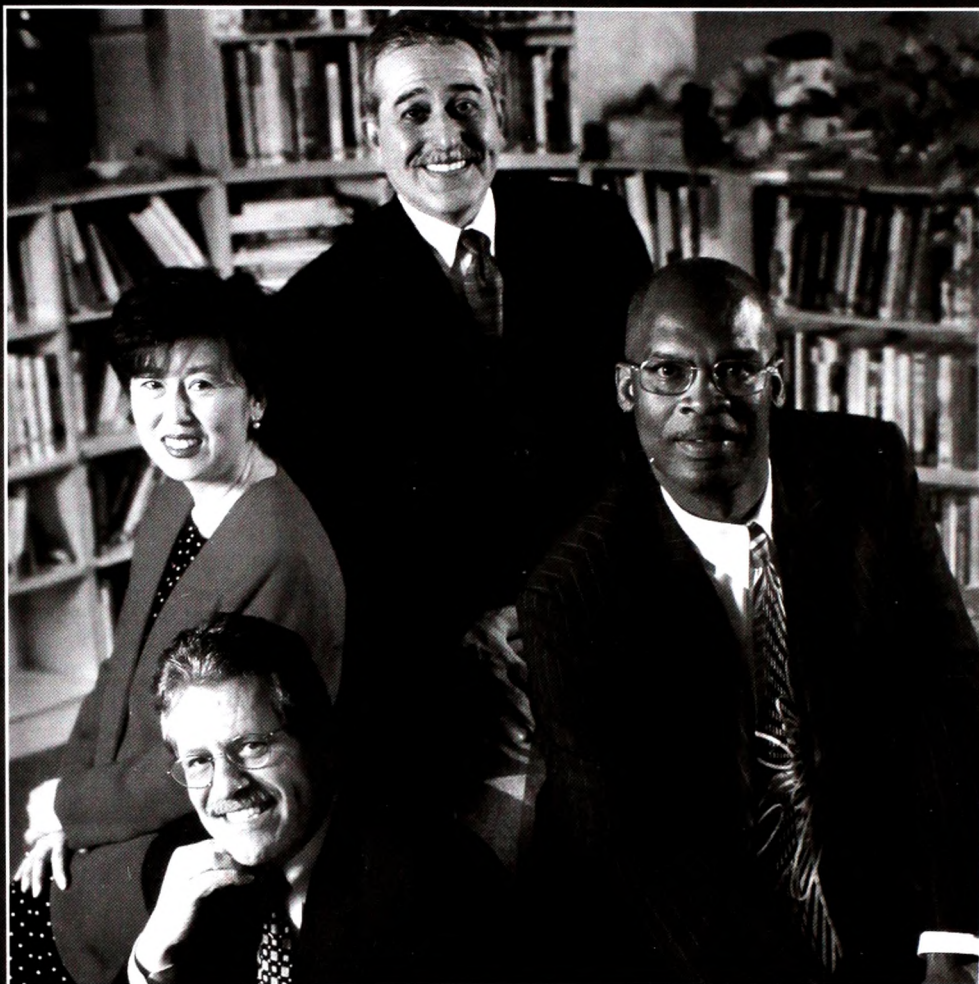
Milk processors, through MilkPEP, are reallocating more than \$5 million this year to support the campaign.

"The industry is coming together to build awareness of this growing body of research on dairy and weight management," said IDFA President and CEO E. Linwood Tipton. The campaign is based on recent articles in leading medical journals that suggest a link between dairy food consumption and weight

management. The campaign will remind consumers that milk, cheese and yogurt may help in weight loss efforts when paired with a reduced-calorie, lowfat diet. Scientists are still studying why dairy is so important, but preliminary research suggests that calcium plays a role in the body's natural system for burning fat.

All MilkPEP participants and IDFA members were sent a kit of information on the new initiative. The kits are also posted on www.milkpep.org and www.idfa.org.

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AFD Supports Efforts to Stop Drug Paraphernalia Sales

Last month United States Attorney Jeffrey Collins announced that the U.S. Attorney's Office, in partnership with the Drug Enforcement Administration and the Detroit Police Department, had begun an initiative to stop the sale of drug paraphernalia within the City of Detroit.

The US Attorney's Office is sending letters to over 350 local businesses within the City to notify the storeowners and managers that it is illegal to sell drug paraphernalia. To do so is a felony (Federal Law 21 U.S.C. Section 863) punishable by up to three years in prison and/or a fine of up to \$250,000. In addition, any merchant who does illegally sell drug paraphernalia risks the forfeiture of their business, including the real estate and building, under Federal law (21 U.S.C. Section 881 (a) (7)). The store's liquor license would also be in jeopardy.

The term "drug paraphernalia"

means any equipment, product, or material of any kind which is primarily intended or designed for use in manufacturing, compounding, converting, concealing, producing, processing, preparing, injecting, ingesting, inhaling or otherwise introducing into the human body a controlled substance, possession of which is unlawful.

"I strongly encourage you to heed these warnings and to refrain from the sale of such items," said Mike Sarafa, AFD president. "If you are not sure if an item is illegal, please do not sell it before contacting the Drug Enforcement Administration at (313) 234 4086."

Examples of products used for these illegal purposes are:

1. Metal, wooden, acrylic, glass, stone, plastic or ceramic pipes with or without screens, permanent screens, hashish heads or punctured metal bowls.
2. Water pipes

3. Carburetor tubes and devices
4. Smoking and carburetor masks
5. Roach clips; meaning objects used to hold burning material, such as a marijuana cigarette, that has become too small or too short to be held in the hand
6. Miniature spoons with level capacities of one-tenth cubic centimeter or less
7. Chamber pipes
8. Carburetor pipes
9. Electric pipes
10. Air-driven pipes
11. Chillums
12. Bongs
13. Ice pipes or chillers
14. Wired cigarette papers
15. Cocaine freebase kits

"We believe that stopping the sale of these items will reduce the ability of drug abusers to ingest illegal drugs in the neighborhoods around the City and in the neighboring suburbs," stated Collins. "This is especially true when the purchasers

of these illegal products are juveniles, just starting to experiment with illicit drugs."

"I have operated a neighborhood store in Detroit for more than 25 years and I have seen how the use of illegal drugs has ruined families and damaged communities," said Fred Dally, owner of Medicine Chest on Dexter in Detroit. "Selling drug paraphernalia is an invitation to trouble. It can lead to situations that drive away good customers. We live by the law because it is good for business and good for the community that surrounds us."

Sarafa said that AFD appreciates the public announcement by the federal authorities concerning the crackdown on specific illegal activities. "Our only suggestion is that they broaden their effort beyond Detroit, because substance abuse doesn't pay much attention to city boundaries."



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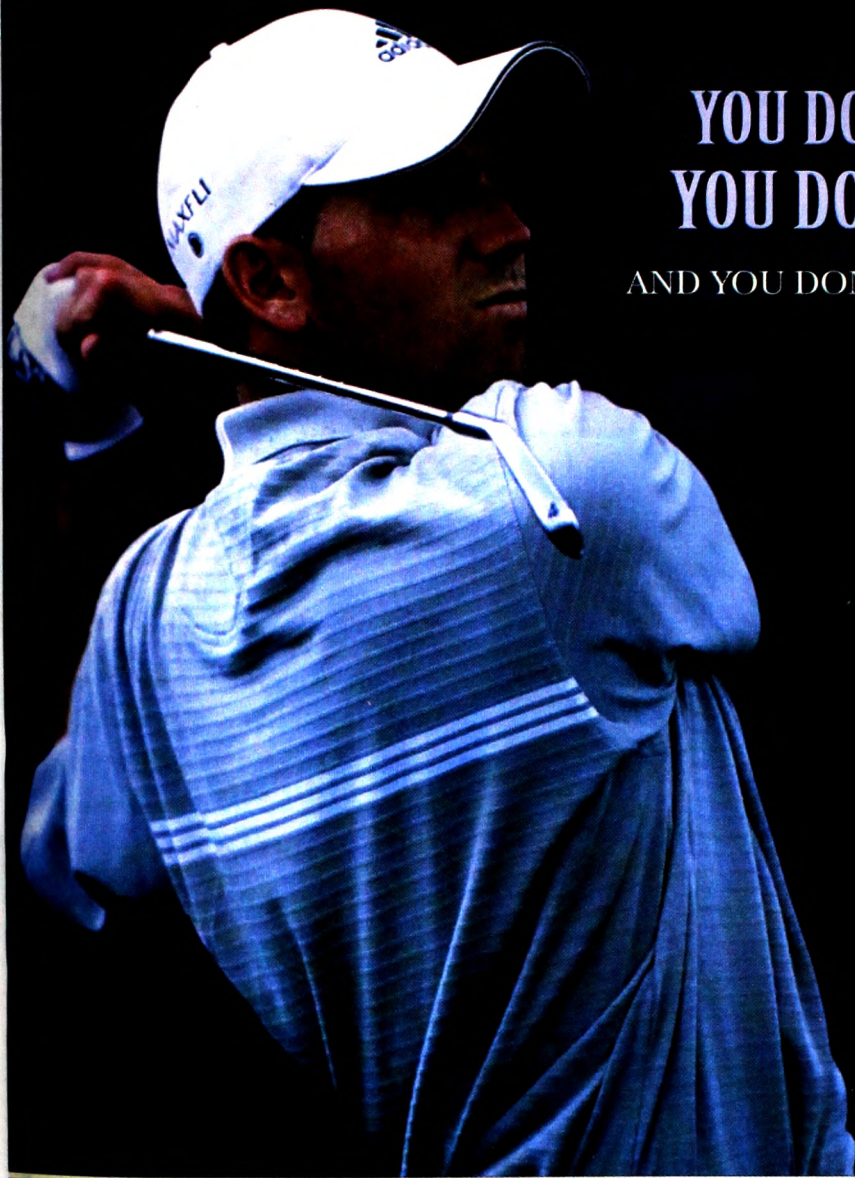
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Rick Welch, Hollywood Markets
Joe O'Bryan, 7-Up

Thurs., July 22, 2004

SHOTGUN START: 9:30 am

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Proceeds raised will help fund at
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Hole Sponsor Packages:

EAGLE—\$2,000

- one golf foursome
- a \$1,500 academic scholarship sponsorship
- 50% off ads in the *AFD Food & Beverage Report*
- a plaque presented to your company
- a company hole sponsor sign on tee
- signage at the club house
- exposure in the *AFD Food & Beverage Report*
- special gift for each golfer

BIRDIE—\$1,200

- two golfers
- 50% off ads in the *AFD Food & Beverage Report*
- a plaque presented to your company
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- signage at the club house
- exposure in the *AFD Food & Beverage Report*
- special gift for each golfer

NON-SPONSOR OPTIONS:

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Representative Brandenburg Works for a Balanced State Budget

By Kathy Blake

State Representative Jack Brandenburg, (R-Harrison Township) has some sensible solutions to the budget crisis in our state. Instead of elaborating a lengthy scheme of cuts here or there, he recommends using the same budget figures as last year. "Keep all budgets flat from last year and you basically eliminate the deficit," he said.

Brandenburg is a freshman Republican for the 24th district, which covers Harrison Township and St. Clair Shores. He is vice-chair of the Great Lakes and Tourism Committee and vice-chair of the Appropriations subcommittees of Community Colleges and Corrections. He has run a successful industrial business for over 20 years. He believes the state government should adopt some of the same principles that private businesses must use to survive.

As a member of the Appropriations committee, Brandenburg is working with his colleagues to balance the budget this month to meet the June 30 deadline. The committee is working on capping government spending which Brandenburg says has increased every year.

He is co-chair of a five-member legislative task force of Appropriations committee members. "The task force is a group of citizen legislators developing real-world answers to our budget situation without hurting Michigan's future."

Recently, Governor Jennifer Granholm presented her version of the \$40 billion state budget which was two percent (\$800,000,000), more than the previous year's budget. In her plan, Brandenburg says that she cuts the K-12 school budget by \$350 million. Brandenburg says Michigan schools should cut administrative staff before reducing student services. Of the staff of Michigan schools, only 46 percent are teachers. Nationally, 54 percent of school staff are

teachers, according to Brandenburg.

The Department of Corrections had a proposed increase of seven percent in their \$1.8 billion budget, Brandenburg said. "We're spending \$35 million per year educating prison inmates while taking money away from schools."

"The Corrections budget is heavy, they have a bureaucracy that spends more state dollars than needed," he added. Corrections employs one third of all state workers. There are 40 prisons in the state, each one now has a deputy warden, a newly created administrative position. Brandenburg said all of Michigan's 20 major departments of the Executive Branch are administratively top heavy.

Brandenburg gave some ideas for reducing the deficit and controlling spending. He said the state could cut funding for educating convicts, cut higher education funding, initiate a hiring freeze and review the Michigan Economic Development Corporation's effectiveness.

He doesn't believe raising cigarette, liquor or estate taxes will fix the state's deficit. "I've never liked targeted tax increases or cuts," he said, adding, "It's discriminatory to taxpayers."

Rep. Brandenburg said that Michigan has an oppressive tax burden which is bad for attracting new businesses. "It's not a very tax friendly state." He believes the solution is to provide tax incentives for new businesses.

"The ultimate goal is to make Michigan a business friendly state. We're losing jobs because we're not business friendly. We have to make it easier for businesses to start up here."

Living next to a Lake St. Clair canal for the past 24 years, Brandenburg has watched pollution take its toll on the lake. "The shoreline used to be a great place to recreate until about 10 years ago," he said.

Last fall, he shepherded funding to clean the Lange-Revere canals on

Lake St. Clair. A total of \$700,000 was allotted to dredge the canals to remove PCB contamination. He also helped bring \$2.5 million to Macomb County for installing monitors in the lake to check for pollution and water quality.

Rep. Brandenburg grew up in Ohio, where as a young man, he started his own grass cutting business. His father, Murray Brandenburg worked for Pepsi for 42 years before retiring, the last 20 of which he was president of Pepsi's Ohio division. When Rep. Brandenburg was in college, he worked for Pepsi too, driving a truck for a glass bottle route.

After college, the representative moved to Harrison Township to work for Beauman Distribution, an industrial hardware company. After a few years, he and his wife Karen, started a business in the railroad after-market called Blue Water Industrial Supply Inc. "There are pros and cons to starting your own business, but it's very rewarding," he said. The business grew through the years from the trunk of his car to a 15,000-square foot warehouse in Mt. Clemens with 10 employees.

This is Brandenburg's first political office and he is the first Republican to represent St. Clair Shores since 1940.

He and his wife have four children, two in college and two in high school. While his children were growing up, Rep. Brandenburg coached and sponsored Little



State Representative Jack Brandenburg
Republican
District 24-Harrison Township and St. Clair Shores
House Standing Committees
Vice-chair Great Lakes and Tourism
Appropriations
Subcommittees:
Vice-chair Community Colleges
Vice-chair Corrections

League baseball, football and basketball teams. He also played football himself, as a quarterback and tight-end on a traveling team. "I learned a lot of life lessons from sports," he said, adding, "You certainly learn a lot about people, character, teamwork and commitment." He enjoys working out with his children, boating, fishing and running.

To reach State Representative Jack Brandenburg, call (517) 373-0113, email to jackbrandenburg@house.mi.gov or write to The Honorable Jack Brandenburg, State Representative, State Capitol, PO Box 30014, Lansing Michigan, 48909-7514.



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MillerTime.com

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Miller Lite contains 0.5 grams carbohydrates per 12 oz., Bud Light contains 0.5 grams carbohydrates per 12 oz., and Coors Light contains 0.5 grams carbohydrates per 12 oz. Miller Lite contains 96 calories per 12 oz., Bud Light contains 100 calories per 12 oz., and Coors Light contains 100 calories per 12 oz.

Mug & Jug Hosts Wine Tasting Benefit

Samples of over 100 different wines from around the world were offered to patrons at the Mug & Jug wine tasting to honor Erica Nader and benefit the Rehabilitation Institute of Michigan. Held May 3 at Ginopolis on the Grill in Farmington Hills, the event raised over \$10,000 for the charity.

Erica Nader (seated) with hosts Ronnie (right) and Nathan Jamil at the 2nd Annual Wine Tasting Benefit.



"The night was a really big hit. We had lots of support from the community," said Ronnie Jamil, co-owner of Mug & Jug. He added that the money raised went to help open the Spinal Cord Injury Recovery Center at the Rehabilitation Institute. "We were all happy to help this worthwhile cause, and I think everyone had a great time too!"

Food Basics, continued from cover.

for O'Brien's that ran in the Food Basics sale circular of April 4 - 10, a 1 pound cello pack of carrots was listed at 99 cents. O'Brien's scan showed that they were ringing for 59 cents. Tropicana Orange Juice, 64 oz., was listed at \$3.49, but according to Yono it actually rang at 2 for \$5 and Prego Spaghetti Sauce, 26 ounce, was listed in the Food Basics circular for \$3.29. It scanned at \$2.09. "In that example, we had the Prego 48 ounce at \$3.29, but they listed our 26 ounce at that price. This is clearly wrong," stated Yono.

Furthermore, Yono cited signs inside Food Basics that listed incorrect prices for O'Brien's red, delicious apples, and 10 pounds of chicken leg quarters.

"If they had one or two incorrect prices, I would say that they made a mistake, but this is ridiculous," Yono added.

Upon investigating Yono's allegations, AFD also discovered that Food Basics changed the prices of sale items that were listed in their

circular from store to store.

According to their grand opening circulars, it is more expensive to buy chicken leg quarters and hot dogs in Detroit than in Warren. The 10-pound bag of fresh chicken leg quarters in Warren was \$2, while the same product was \$3 in Detroit. The 12-ounce pack of Superior Brand Hot Dogs was 3 for \$1 in Warren and 2 for \$1 in Detroit.

AFD contacted Bob Carson, director of communications for A&P USA, so that he could respond to the allegations. He asked Earl Weissert, Food Basics president, to contact AFD President Mike Sarafa. In his conversation, Mr. Weissert maintained that Food Basics doesn't have different price zones. Any differences were in response to competitive forces in that particular neighborhood. When asked about the O'Brien's price discrepancies printed in the Food Basics circular, Mr. Weissert said that his staff shopped those items and that they have receipts as proof. He also welcomed a discussion with Yono, to go over the prices on a case-by-case basis.



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Supreme Court To Hear Michigan Internet Alcohol Case

This spring, the U.S. 6th Circuit Court of Appeals has rendered a decision that invalidates Michigan's current laws and regulations which require alcohol sales be transacted through licensed wholesalers and retailers in our State. If the decision stands, it would lead to unregulated, untaxed and unaccountable shipments of alcohol into Michigan. This would open the door for the anonymous sale of alcohol to minors through the Internet and direct mail.

Michigan's Attorney General and the Liquor Control Commission (MLCC) have petitioned the U.S. Supreme Court to hear the case, arguing that the 21st Amendment to the U.S. Constitution gives States the right to set up such laws. On May 17, the U.S. Supreme Court agreed to

hear the case. In the meantime, a "stay" has been issued by the court so the existing law is still in effect.

The Coalition for a Safe and Responsible Michigan (CSRM) has been formed to show support for the State's appeal to the Supreme Court and to raise public awareness. Members of CSRM include the Associated Food Dealers of Michigan (AFD) as well as Mothers Against Drunk Driving - Michigan (MADD - Michigan), Michigan Association of Secondary School Principals (MASSP), Traffic Safety Association of Michigan, Prevention Network, Michigan High School Athletic Association, Michigan Licensed Beverage Association (MLBA), several universities, Student Leadership Services, and

Michigan Beer and Wine Wholesalers Association (MB&WWA). For a complete membership list and information regarding this issue, visit the website at www.safeandresponsible.org.

The Coalition is seeking additional groups to lend their support. Periodic e-mail updates are sent to all members to keep them apprised of new developments.

If you support the Coalition's efforts, consider taking one or more of the following steps:

1. Express your support for the Attorney General's action by joining the Coalition.
2. Write or send an e-mail to Attorney General Mike Cox and MLCC Chair Nida Samona thanking them for their appeal of the 6th

Circuit court decision.

3. Write or e-mail Governor Granholm and your local legislator expressing your opposition to unregulated, untaxed and unaccountable alcohol sales via the internet or direct mail.

4. Consider writing a letter-to-the-editor of your local newspaper to help call attention to this critical issue.

Betty Mercer, former head of the Office of Highway Safety Planning, is director of the Coalition. Anyone seeking additional information about CSRM and efforts to protect Michigan's alcohol regulations can contact her at bmercer@safeandresponsible.org or leave a message for CSRM at (517) 482-5748.

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Getting to Know You

Ten Questions – Ten Minutes With Pat Gregory, CPA



Follmer, Rudzewicz & Co. is the CPA firm that represents AFD. We recently sat down with Pat Gregory to ask how his services can benefit AFD members.

AFD: What kind of services does your company offer and what are your specialties?

Gregory: We are a full service CPA firm offering all audit and other attest functions, as well as tax preparation, tax planning, valuation

services, litigation support services, computer and IT consulting, profit enhancement and ISO certification, as well as a number of other consulting services. My specialties are somewhat varied, but I do a lot of work in the retail area, obviously, as well as construction, real estate, service and wholesale distribution.

AFD: How did Follmer Rudzewicz become established and when?

Gregory: Follmer Rudzewicz was established in 1968 by Gordon Follmer and has grown to over 230 employees, more than 160 on the professional staff, where it stands currently. Three years ago, the firm, as well as five other firms throughout the United States merged to form a group called Centerprise Advisors, Inc., but in their local jurisdictions maintained their founding names. Soon all the companies will take on a uniform name, probably later this year.

AFD: What are your

responsibilities and how do you help your clients?

Gregory: Some of my responsibilities include past partner in charge of the tax department and currently heading a work group consisting of over 20 professionals. This allows our work group and others within the firm to assist our clients in a number of areas, including tax planning, financing proposals, profit analysis and other management issues that come up on a day-to-day basis.

AFD: What kind of businesses do you serve?

Gregory: Our firm services most all industries that business may be in. Personally, as I outlined above, I am involved more heavily in retail, but also in construction, real estate and service.

AFD: Give us some examples of how AFD retailers can save money by using your services.

Gregory: Some examples of how AFD retailers can and have saved

money by using our services is to allow us to review their current tax structure and the business entities they are involved in. Then we strategize with them to discuss tax consequences of certain benefits within the tax law that would include cost segregation programs, captive employee leasing companies, and utilizing advantages within the tax laws that some of their existing preparers do not utilize.

AFD: How can clients work with you to make their business more cost-effective?

Gregory: Part of our services are to review clients' financial statements on a quarterly, semi-annual or annual basis and to utilize with comparative statistics within their industry, or within the geographic area they are located to identify specific costs items which may be in excess of others in their

Ten Questions, continued on page 31.

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Gum May be the Next Functional Food for Bad Breath

A small clinical study found Wrigley's Big Red gum reduced concentration of anaerobic bacteria in saliva by more than 50%. The gum contains cinnamic aldehyde, a plant essential oil, which the head of the study says can have a "significant impact on oral hygiene." —FoodNavigator

Older Consumer Often Uninformed

The AARP's fourth annual report on the state of older Americans found despite their buying power, consumers over 45 often feel overwhelmed or lack the information to make sound buying decisions. The advocacy group recommends clearer labels on consumer information and expanding programs to teach financial literacy. —San Jose Mercury News

Philly's Healthy Eating Plan Could Mean 10 New Supermarkets

A Pennsylvania plan to offer \$100 million to bring healthy food to the state's underserved urban and rural areas is poised to bring healthy eating to low-income individuals and jobs to community residents. As a result of the plan, 10 supermarkets could be opened in Philadelphia in the next five years. —The Philadelphia Inquirer

"Fun Wines" on Tap for US Consumers

The Washington Post recently reported on the emergence of so-called "fun wines" in the US marketplace; "fun wines" are described by one vintner as "fun, lifestyle-driven wines for consumers who need a great wine for social situations but are less concerned with the more traditional values commonly seen in other wine brands."

Doug Rogers, senior v.p. of marketing for Southcorp, Australia's largest winemaker and producer of premium wines, says that an example of one of these "fun wines" is Little Penguin, which he describes as "easy-to-drink with an eye catching label, which we believe will appeal to those who are not necessarily interested in the legacy of a winery, but want to pick up something fun to enjoy at parties or get-togethers."

Other, similar examples: McGuigan Simeon Wines is bringing out a wine called Crocodile Rock, named after the Elton John song, and Gallo will introduce Red Bicycleette, made from French wine. Considered to be the pioneer in this category is Australia's Yellow Tail wine label, which was only introduced in 2001 and now has a 35 percent market share of the sales of all Australian wines sold in the United States.

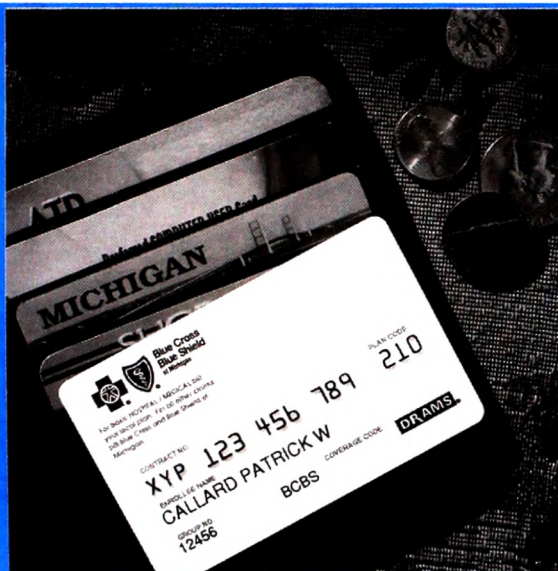
—Morning Newsbeat

Advances in Extending Shelf-Life of Packaged Foods

Food Technology Intelligence has published a report on techniques to improve the quality of packaged foods by reducing chemical and physical changes that occur as the products age. Oxygen-free packaging and anti-microbial films are among the solutions being researched to limit spoilage. Currently available technologies include Starshield barrier PET bottles, which Diageo says extends the shelf life of its Smirnoff Ice drink. —FoodProductionDaily.com

Merisant to Introduce New Lower-Calorie Sweetener

The Chicago-based maker of Equal artificial sweetener said it will introduce a new Equal Sugar Lite that is 50% sugar, as well as a mix of aspartame and other ingredients. The company says people on low-carb diets will appreciate it when preparing foods, as other artificial sweeteners cannot be used for baking, while Merisant's new product is better suited for such purposes. —Chicago Tribune



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Pointe Dairy Expands Product Lines

Pointe Dairy Service Inc. was established in 1968, but the business took off when the owners, the Selvaggio family, began distributing Borden's Dairy products in 1975. Today they are an aggressive distributor with countless products, because they actively and constantly seek new items to sell. Just recently the company added two new water products – its own labeled bottle water, Selvaggio Springs Water –

and Water for Women with calcium and other minerals.

The family includes Alex Selvaggio, Vice President, C.F.O.; Joseph Sr., Retired; Joseph Jr., Executive Vice President; and Anthony (Tony) Selvaggio, President and C.O.O. They employ a dozen

staff members to run the office and sales force. Although most of their products are dairy or juices, they also offer desserts and soups. They recently began distributing Slim Fast diet drinks and are the only Southeast Michigan distributor of Slim Fast low carb meal bars.

Last year, they began offering organic milk and dairy products from Calder's Natural Dairy, a longtime dairy in Lincoln Park.

For more information, please call Tony Selvaggio at Pointe Dairy Services at 248-589-7700 or visit www.pointedairy.com.

Ashby's Celebrates 20 Years!

Since 1984, Ashby's Sterling Ice Cream has been on a mission: "To make and sell ice cream that our employees and customers are proud to sell... that consumers enjoy and appreciate above others, and to make and sell ice cream with integrity, values and respect for all involved." After 20 years, Ashby's Sterling has been successful in meeting this mission statement, by producing award-winning flavors, and expanding and growing its sales area to 26 states and Puerto Rico. Distribution was recently added in Indiana, Kentucky, W. Virginia, and Tennessee.

In celebration of the twentieth anniversary, the Ashby's Sterling Ice Cream brand has been incorporated into its own company, spun off from Tom Davis & Sons Dairy Company of Oak Park, MI. Ashby's Sterling Ice Cream, LTD continues to be owned by the Davis family, but will have a new address at PO Box 182395, Shelby Twp., MI 48318-2395. There is also a branch of the company in Lexington, SC, serving the southern states. "Because of our rapid growth throughout the United States, it was time to set up Ashby's Sterling Ice Cream as its own company to simplify business procedures," said Rick Davis, president of Ashby's Sterling Ice Cream, LTD.

Ashby's Sterling Ice Cream manufactures over sixty flavors of award-winning ice creams, custards, yogurts, sherbets, and no-sugar-added low fat ice creams.

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WINFALL Drawings Kick Into High Gear With Three Drawings Per Week



By Commissioner Gary C. Peters

Beginning June 7, the Michigan Lottery's WINFALL game will kick into high gear with the launch of Monday drawings. The addition of a third WINFALL drawing each week is sure to add to player excitement as jackpots are anticipated to reach the \$5 million

WINFALL level even more often! WINFALL drawing results will be announced at 7:29 p.m. on Monday, Wednesday and Saturday evenings during the live television broadcast.

To kick-off the Monday drawings, we are offering players a chance to cruise the summer away in a set of shiny, new wheels during the WINFALL "Dream Drive" promotion. Customers will go "head over wheels" as the "Dream Drive" offers players a chance to drive away their choice of a Ford Mustang convertible, Chrysler Pacifica, Buick Rendezvous or Dodge Ram 1500.

Through July 3rd, players who purchase a single \$3 WINFALL ticket will automatically receive an entry coupon for the "Dream Drive" promotion. Each week, in four separate drawings, the Lottery will award not one, but THREE dream cars! We will be awarding 12 lucky

players a new 2004 vehicle with a two-year, 30,000 mile lease.

Players can enter the "Dream Drive" drawings by mailing the entry to the official address, dropping it off at a Lottery regional office or via the Michigan Lottery's Web site at www.michigan.gov/lottery. The drawing dates are:

Week 1 entry period: Monday, June 7 – Monday, June 14
Drawing Date: Wednesday, June 16
Week 2 entry period: Tuesday, June 15 – Monday, June 21
Drawing Date: Wednesday, June 23
Week 3 entry period: Tuesday, June 22 – Monday, June 28
Drawing Date: Wednesday, June 30
Week 4 entry period: Tuesday, June 29 – Monday July 12
Drawing Date: Wednesday, July 14
I encourage you to prominently display your colorful point-of-sale

materials to have your customers racing with excitement.

Lottery Pays Out Record In April 15 Daily 4 Drawing. The Michigan Lottery paid out almost \$14 million on a game - and it wasn't even Mega Millions. The lucky game for Michigan Lottery players was the Daily 4, with a record-setting percentage prize payout in the game's history.

The Michigan Lottery is thrilled to be able to put a little extra cash in the pockets of our Daily 4 players. This was a tremendous windfall for players and is proof that the house doesn't always win.

On Thursday, April 15, the number 1-0-1-0 was drawn in the Daily 4 game evening drawing, with 5,269 winning tickets splitting a \$13,965,844 prize pool.

Lottery, continued on page 23.

Attention Food and Beverage Industry:



Food & Beverage Report
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Monthly Theme/ Promotion Schedule

January	Store Design, Equipment
February	Trade Dinner
March	Service Organizations
April	AFD Buying Trade Show
May	Beer & Snacks
June	Deli & Dairy
July	Scholarship Golf Outing
August	Meet Our Scholars
	"Independents' Day"
September	AFD/Beverage Journal
	Show/Wine & Spirits
October	"Made in Michigan"
November	Holiday Features
December	Industry Trends

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June 7-July 3

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WINFALL drawings now 3 days a week-Mon/Wed/Sat!

Value Center Opens to Rave Reviews in Madison Heights

By Michele MacWilliams

After waiting a year and a half, Regina Slowik could hardly control her excitement as she walked the aisles of the new Value Center Market on 14 Mile Road in Madison Heights. Mrs. Slowik has lived in the area for 37 years and "never shopped in such a nice store." She was among the crowd of neighbors, friends and family that stopped in for Value Center's grand opening party on Monday, May 4.

The store is huge, 50,000 square feet, making it the largest independently owned supermarket in Southeast Michigan. Colorful graphics on the interior walls visually separate the different departments. The tall, industrial-gray ceilings add volume and make the huge supermarket seem even larger while glistening floors and bright produce, dairy and deli cases keep everything fresh and new.

Terry Farida, owner and operator of the supermarket, says that the whole endeavor is a family affair. "My mother was in charge of the store's design, color schemes and elevations. She did a great job pulling this all together," Farida adds.

Value Center is located at 1485 West 14 Mile Road at Campbell Street, in a building that previously housed Oakland Foodland and some adjacent storefronts. Beginning in 2002 the store was shut down, gutted, enlarged and the remodeling process began. Judging from the crowd of local residents who came for the ribbon cutting, they're just as happy to see it open as the Farida family.

Terry Farida is particularly proud of the wine department. Over 500 cases line the walls and aisles while a separate walk-in cooler keeps it at proper temperatures. "Merchant of Vino founder John Jonna is our wine consultant.

He's organized the imported wines by country and the California wines by varietal. It's truly an amazing wine department," beams Farida.

The produce department is also large and extensive. There are the traditional staples like lettuce, celery, potatoes and apples. But then there are also some surprises. Dwarf bananas, other exotic fruit and an extensive organic section means there is something for just about everyone.

Value Center is a Spartan store and carries "everything that Spartan has," according to Farida.

In addition, there is a full-service bakery, a deli counter, fresh sushi bar, floral department, and a huge selection of fresh meats.

Mayor Pro Tem Richard Clark cut the ribbon to officially open Value Center, which is the third store for the Farida family. "We're happy to be here, to serve this community," stated Farida. Judging from the line of customers waiting to enter the grand opening party, the Madison Heights community is equally glad to welcome Value Center as a new neighbor.



It was a proud moment for the Farida family as Terry Farida shared the ribbon-cutting ceremony with Madison Heights Mayor Pro Tem Richard Clark and Councilwoman Toni Shad.



Lottery, continued from page 20.

That amounts to a prize payout of 2,600 percent of sales for that drawing – a record for the Daily 4 game.

The Daily 3 and Daily 4 drawings are held live daily at 12:59 p.m. and 7:29 p.m. The prize for matching a number combination straight (in the exact order drawn) on a \$1 wager in the Daily 4 game is \$5,000.

On April 25, the Michigan Lottery introduced the "Daily 3 & 4 Daily Double," which offers players an instant way to play and win with their favorite Daily Game number. Prizes in the Daily Double are an average of 20 percent more than those paid out for the regular Daily 3 & 4 games.

Free Instant Ticket Coupon. In the past, Lottery players throughout the state redeemed special promotional Lottery coupons that offered one free \$2 instant game ticket with the purchase of any \$5 instant game ticket. Those coupons were distributed via select home-delivered newspapers and they were a huge hit with your customers!

Due to the great success of the instant coupon promotions, the Lottery has chosen to distribute another "Buy One \$5 Instant Ticket, Get One \$2 Instant Game Ticket Free" coupon on June 13 in more than 1.6 million home-delivered newspapers throughout the state. The coupon expires on July 11, 2004.

I strongly encourage you to take advantage of this opportunity to prominently feature the Lottery's instant games in your stores, and don't forget to ask for the sale!

New Instant Games for June. This month, the Michigan Lottery will unveil five new games. Monday, June 7 will have customers racing to their local Lottery retailer with the debut of Monday WINFALL drawings, the kick-off of the "Dream Drive" promotion and the introduction of these three fresh and exciting instant games! They are: the \$2 "10 Times Lucky," with a \$20,000 top prize; the \$10 "Club Casino," featuring a fantastic \$1,000,000 top prize; and the \$2 "Domino Bingo," which offers a \$20,000 top prize. The \$1 "Pair-A-Dice," with loads of \$777 top prizes, and the \$5 "Cash Blowout," which offers a \$250,000 top prize, will both hit store counters on June 21.

Chairman's message, continued from page 3.

provided over 1,700 families with their Thanksgiving feast.

• Tom Rubel, Jim Trischett and Clark Walker are tremendous liaisons between their companies and AFD members. They have also encouraged strong support of AFD-sponsored events, which is vital to the health of our association.

• As Emeritus Directors, Sam

Dallo, Nabby Yono, Bill Viviano, Mark Karmo and Amir Al-Naimi continue to offer their sage advice on matters from finance and legislation to improving AFD services to members.

• Finally, I recently met with the editorial board of the Oakland Press to discuss the negative impact of a recent court decision on liquor

pricing (see related story, page 13).

I could go on and on with examples of board involvement, but I think you get the picture.

Members of our AFD Board of Directors are active, hard working and genuine in their commitment. I applaud their hard work and am honored to lead this group of dedicated individuals.

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Fruits and Vegetables: The Next Big Foodservice Opportunity

Will low-carb last? What's really the top tempter to the foodservice table today? How hot is health? What always appeals to picky eaters? These and other results of a comprehensive new analysis of consumer attitudes and preferences about foodservice operators interested in harnessing the next big opportunity to boost foodservice

sales are being urged to snap up remaining seats that are going fast. The 5 A Day Foodservice Summit will be held on July 23 in Monterey, Calif., and will feature consumer data from a landmark new consumer survey of what consumers are looking for in their foodservice offerings. It will examine how the foodservice industry can position

itself as part of the public health solution by increasing the great-tasting, healthy fruit and vegetable offerings that consumers want.

The conference is being hosted by Produce for Better Health foundation (PBH) and Produce Marketing Association (PMA).

Spots remain for a limited number of foodservice operators but are

going fast. Interested operators should watch their mail for invitations, or call PBH's Humphreys at (302) 235-ADAY (2329) and visit PBH's Foodservice Industry website at www.5aday.com/html/industry/summit.php.

Alcohol Industry Under Attack

The alcohol industry has come under fire for allegedly marketing its products to youths.

The feeding frenzy among lawyers over this new litigation target is prompting comparisons to the lawsuits filed against the tobacco industry starting in the mid-'80s, according to USA Today.

The Milwaukee Journal Sentinel dubbed this the 'Joe Camel effect,' referring to R.J. Reynolds Tobacco Co.'s popular cartoon figure that resulted in a lawsuit alleging the company was marketing cigarettes to underage consumers. Reynolds no longer uses the animated figure in

its advertising.

However, some legal experts predict that litigation against the alcohol industry has less of a chance of succeeding due to the public's overall positive attitude about alcohol. In addition, analysts note that research has raised questions about the link between advertising and underage drinking.

"Alcohol isn't tobacco...in the law or in the popular mind. They're going to have trouble showing a [cause-and-effect] connection' between alcohol ads and underage drinking," Jack Calfee, research scholar at the American Enterprise

Institute, told USA Today.

Analysts also said that the lawsuits come at a time when public sentiment is leaning toward not using the courts to regulate consumer products, including fast food and guns.

So-called 'alcopops,' such as Mike's Hard Lemonade and Zima, have come under particularly close scrutiny, with critics claiming these flavored alcoholic beverages blur the line between alcoholic and nonalcoholic drinks. Lawsuits filed against the makers of Mike's and Zima, Bacardi and Diageo, in addition to Coors and Heineken,

claim that the companies employed a 'long-running, sophisticated and deceptive scheme...to market alcoholic beverages to children and other underage consumers.'

The alcohol companies are working to have such lawsuits moved from state courts to federal courts, in part to make it harder for class-action cases to succeed. The companies also allege that these legal ploys focus on the wrong issue, saying that efforts should be focused on cutting off teens' access to alcohol through friends, fake IDs or parents.



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PARTY STORE, EASTSIDE LOCATION—Beer, Wine, Deli, Lotto. Only Serious, interested buyers. 1-586-777-2463 (Warren Location). With equipment.

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PARTY STORE—Choice location. Liquor, Beer, Wine, Deli, Lotto. Lapeer area. Interested buyers inquire to P.O. Box 622, Lapeer, MI 48226.

PORT HURON LOCATION—2 blocks from Blue Water Bridge. Beer, Wine and Lotto. 8,000 sq. ft. grocery equipped with deli, bakery and meat department, with smoke house. Includes real estate and equipment. Always shown profit. Owner retiring—no reasonable offer refused. More information: call (810) 329-4198.

BUSINESSES FOR SALE—Franchise Bagel Store—located in the western suburbs. Strong growth and track record of the franchise make this an excellent opportunity. Turnkey operation. Asking \$220,000; Liquor Store—Macomb County. Revenue of \$900L, asking \$275,000 plus inventory. Terms available; Grocery Store—Over \$2.0mm in sales, cash flow \$350,000. Land contract. Wayne County. For more information, call Empire Business Brokers, Jay Houghton, 248-547-1642.

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Bud Light has a Fresh New Look

With "fresh ... smooth ... real" as its latest tagline, Bud Light is sweeping the country with a new contemporary appearance.

Bud Light 12-ounce bottles are getting a new makeover, featuring a clear label that reinforces the brand's active, fun and modern-day image

and retains the exuberance of the brand's "swoosh" logo.

But while the packaging change for Bud Light bottles has been updated, the beer is still created using the same brewing process that has made Bud Light the world's best-selling light beer. In other words, Bud Light has a

fresh new look, but the same taste.

The new clear label packaging will be rolled out at all retail outlets where Bud Light is sold and will be supported by advertising and promotional materials, including television, print, radio, outdoor and point-of-sale.

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How to Ensure the Accurate Net Content of Packages

It is a store's responsibility to maintain accurate weights or be in violation of the law. The Michigan Department of Agriculture offers this advice on keeping accurate net content.

1. Assign a person to be responsible for training staff as to the proper use of scales used during the packaging process and to ensure the proper use of "tare". It is recommended that one person per department be assigned this responsibility.

2. Train all personnel to verify that the appropriate tare value is displayed when a product code is entered into the scale.

3. If tare values are not programmed into the scale, be sure that all personnel are aware that an appropriate tare weight must be entered manually into the scale prior to packaging an item sold by weight. Properly trained staff will ensure that the correct tare value is utilized, resulting in accurate net weights. A posted list of tare values for each item is recommended.

4. When using an automatic packaging machine, staff must pay attention to the indicator of the scale to ensure that the scale does not "blank out" (----) during packaging, and that packages are positioned on the scale platform so as to be weighed a single package at a time.

5. When using a hand wrapping scale, be sure to allow the scale to return to the proper tare weight between packages.

6. Set up a routine schedule for determining if you are allowing adequate tare weights. For example: Instruct your Meat, Deli, Produce, etc... Managers to randomly select a pre-set number of packages, daily, weekly or monthly and with the scale set on zero directly weigh the packages. This is the gross weight of the package. Subtract the declared net weight from this gross weight and the difference is the tare weight that was allowed for that package. Compare this calculated tare weight to either the actual dry tare weight or the dry used tare weight that was previously determined. Be sure to

compare identical packages. For example do not compare the allowed tare weight for a regular package of hamburger to a family pack of hamburger.

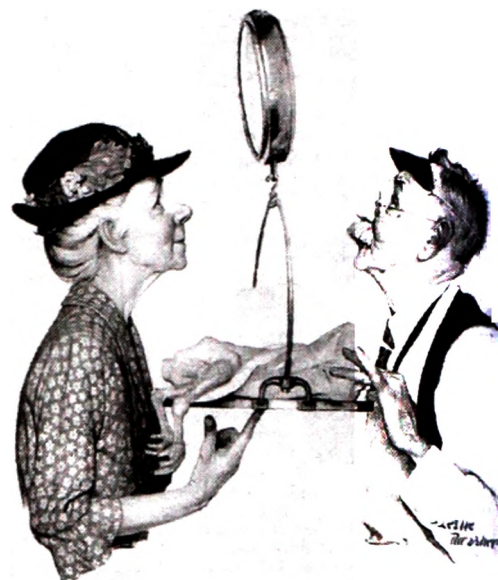
7. When an error is discovered, immediately remove from retail sale all packages that could possibly be labeled with an inaccurate net weight statement. Reweigh, allowing accurate tares and return the packages to retail sale.

8. When a scale appears to be malfunctioning:

- Immediately stop using the scale
- Remove from retail sale any package(s) that you suspect may have been inaccurately weighed.
- Immediately arrange for the scale to be serviced.

9. Schedule routine service maintenance to be done on all scales.

10. Any firm selling or offering for sale a packaged product (either prepackaged or from a bulk display) has a certain level of liability when



short weight packages are identified. As civil penalties and or criminal prosecution potentially could be the result, training management and staff is critical to any operation. Accurate net weight, is not only required under the Michigan Weights and Measures Law ACT #283, but is good business. Please contact the Michigan Department of Agriculture Weights and Measures Program at 517-655-8202 ext. 304 or 312 should you have any questions related to weights and measures issues.



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For packages that the store packages and weighs:

- Take the actual packaging materials you use (Styrofoam tray, soaker pad(s), plastic wrap, plastic bag, bag tie(s), metal clip(s), wooden stick (s), etc...) and weigh them with the scale set at zero. Do this for each size tray and for each type of product. For example, the same size tray may be used for pork chops and for hamburger. However, the determination of the tare for the pork chops should include the weight of one soaker pad, where with the hamburger it will not. This tare weight is the actual dry tare of the package. This procedure should be repeated any time your tray supplier changes the size or thickness of the trays, or you replace your tray supplier with someone new.
- Ensure that the package is properly wrapped and displayed to avoid the loss of any moisture (weight) that might leak out of the package.

For packages that you do not package but label with net weight statements:

- You will need to open several packages, usually the largest, dry the packaging material as best you can, and with the scale on zero, weigh all the packaging material. Average these tare weights and use this value as your used tare weight. These weights are known as "dry used tares".



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Show Hours:

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AFD Holiday Beverage Show

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Spring Trade Show is a Resounding Success

Gourmet honey from the thistle-buzzing bees of Beulah, water from Fiji and Donald Trump's own brand of water—Trump Ice. These are among the thousands of items that more than 150 exhibitors showed off at Burton Manor in Livonia April 20 and 21 during AFD's annual trade show.

"Most of our members are very savvy small business owners who are looking for an edge to compete," said Mike Sarafa, AFD President.

Retailers from across the state came to sample new products, check out show specials and meet with representatives from a wide array of food manufacturing and service companies.

New products and specials abounded. Here is just a sampling: Trump Ice, introduced to Michigan by Great Lakes Distribution and Brokerage, Marine City, Michigan; Gourmet honey from Sleeping Bear Apiaries, Beulah, Michigan;

Specialty breads, buns and rolls, from Alberto's European Bakery, Leamington, Ontario, Canada; Fresh seafood, flown in daily, from Prince Edward Islands Seafood Processors, Charlottetown, PEI, Canada; Fiji Water imported from the tropical island of Fiji by 7-UP; Pre-paid cash cards from Diamond Financial, Southfield, Michigan; Milagro tortillas and Jumex Nectars from Mexico Wholesale, Detroit; Shopping carts that lock up and

won't budge past the limits of the grocery store parking lot from Cartronics, Carlsbad California; and offers to become Verizon Wireless subagents.

"Show only specials make the AFD Trade Show a 'can't miss event for us,'" said Norman Yaldoo of University Foods. "Besides it's great just to see everyone in the industry."



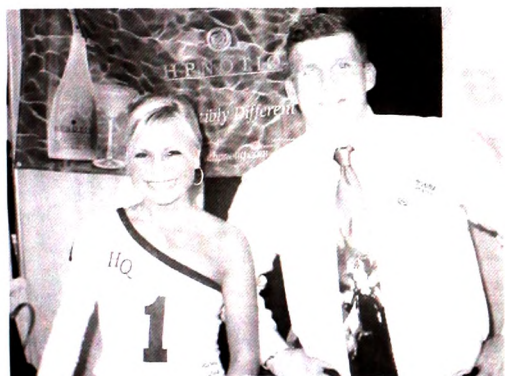
Plenty of people



Turi Vodka was a popular stop



Deals abounded



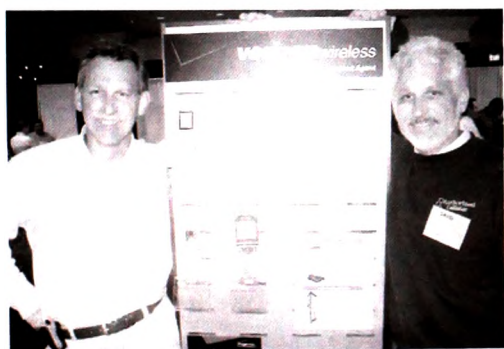
HQ 1 was fun



All smiles at the J Lewis Cooper booth



Beautiful blondes



Verizon Wireless offered a special AFD subagent program



Crowded aisles



Jack's truck



The Sherwood booths were busy



Plenty of great food to sample



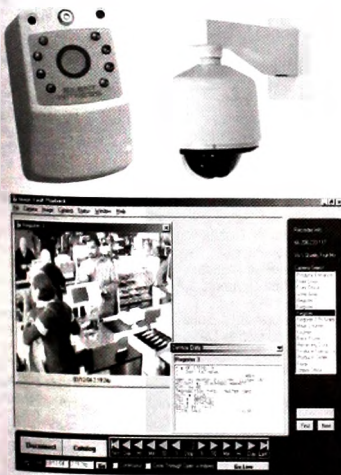
Those gorgeous General Wine Guys



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Kowalski Sausage Company	(313) 873-8200
Nagel Meat Processing Co.	(517) 568-5035
Potok Packing Co.	(313) 893-4228
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—Flint	(810) 785-4200
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AirPage Prepay & Talk Cellular Services, Inc.	(800) 455-0323
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American Mailers	(313) 842-4000
AMT Telecom Group	(248) 862-2000
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Cox, Hodgman & Giarmano, P.C.	(248) 457-7000
D.J. King & Associates	(800) 781-5316
Deford Distributing	(989) 872-4018
Detroit Edison Company	(313) 237-9225
Detroit Warehouse	(313) 491-1500
Diamond Financial Products	(248) 331-2222
Digital Security Technologies	(248) 770-5184
Eden Foods	(517) 456-7424
Elite Pest Management	(586) 294-7055
Financial & Marketing Ent.	(248) 541-6744
FMS Accounting & Payroll Providers	(615) 294-4055
Follmer, Rudzewicz & Co.CPA	(248) 355-1040
Freedom Systems Midwest, Inc.	(248) 399-6904
Gadaleto, Ramsby & Assoc.	(800) 263-3784
Goh's Inventory Service	(248) 353-5033
Great Lakes Data systems	(248) 356-4100
Guardian Alarm	(248) 233-1645
Kansmacker	(248) 249-6666
Karoub Associates	(517) 482-5000
Law Offices-Garmo & Garmo	(248) 552-0500
Market Pros	(248) 349-6438
Marketplace Solutions	(989) 235-5775
Metro Media Associates	(248) 625-0700
National Processing Services, LLC	(248) 540-7900
Nordic Electric, L.L.C.	(734) 973-7700
Paul Meyer Real Estate	(248) 398-7285
POS Systems Management	(248) 689-4608
Preferred Merchant Credit Resources	(616) 794-3271
Premier Energy Marketing	(866) 348-7605
Prepaid Legal Services	(586) 777-9700
REA Marketing	(989) 386-9666
Sagemark Consulting, Inc.	(248) 948-5124
SBC Payphones	(313) 551-7740
Shimoun, Yaldo & Associates, P.C.	(248) 851-7900
Salim Abraham, Broker	(248) 349-1474
Secure Checks	(586) 758-7221
Security Express	(248) 304-1900
Smokeless Tobacco Council, Inc.	(202) 452-1252
Southfield Funeral Home	(248) 569-8080
T & L Acquisition	(313) 381-2266
T.D. Rowe Corp.	(248) 280-4400
TeleCheck Michigan, Inc.	(248) 354-5000

Travelers ExpressMoney Gram	(248) 584-0644
Variatee Wireless	(248) 658-5000
Verizon Wireless	(248) 763-1563 or (517) 896-7000
Western Union Financial Services	(313) 248-4900
Westside Cold Storage	(313) 961-4783
Whitey's Concessions	(313) 278-5207

STORE SUPPLIES/EQUIPMENT:

Alarm-Medic	(248) 349-9144
Belmont Paper & Bag Supply	(313) 491-6550
Brehm Broaster Sales	(989) 427-5858
Bunzl USA	(810) 714-1400
Culinary Products	(989) 754-2457
DCI Food Equipment	(313) 369-1666
Envipoc	(248) 471-4770
Four Seasons Beverage & Equip.	(734) 254-0886
Hobart Corporation	(734) 697-3070
Martin Snyder Product Sales	(313) 272-4900
MS/Bocar	(248) 399-2050
National Food Equipment & Supplies	(248) 960-7292
Taylor Freezer	(734) 525-2535
TOMRA Michigan	1-800-610-4866

WHOLESALE/FOOD DISTRIBUTORS:

& Supplies	(248) 960-7292
Taylor Freezer	(734) 525-2535
TOMRA Michigan	1-800-610-4866

WHOLESALE/FOOD DISTRIBUTORS:

industry based upon those standards and upon our experience within the industry.

AFD: Dealing with the retail food industry for so long, I know that you represent many AFD members. What is the most common problem that you help retail members work through?

Gregory: I think one of the most common problems that retailers face is doing advanced planning prior to the end of their tax year to take advantage of tax laws that may have changed within the tax year, or other strategies that may benefit them from a tax standpoint. Also reviewing the financial statements on an ongoing basis to talk about planning opportunities as tax laws change and also to communicate properly, prior to the formation of certain transactions so they are structured properly to take advantage of the applicable tax laws.

AFD: Can you tell us about one of the most unique?

Gregory: There are several that are unique, but one of the more recent examples that I can think of is

a situation where a business owner makes substantial improvements to property within a store via remodeling. With the property utilization of the current depreciation rules, we were able to compute an additional \$200,000 of depreciation over and above what his current accountant had computed, which obviously resulted in over \$60,000 in tax benefit in the current year.

AFD: How are current technology advances affecting your business?

Gregory: Information technology provides us with a vast amount of information on a current, expedited basis, which allows us to analyze the information and make decisions quicker if the information source level is processed on a current basis.

AFD: Have the new tax laws for 2003 helped AFD retailers?

Gregory: The tax laws that were passed in 2003 had an impact on not only the 2004 income taxes, but also on the 2003 income taxes. Many of those are in the areas of depreciation, but also other areas if utilized properly that can have a very positive benefit to the AFD retailers.

Fresh From the Oven, Diet Faygo Chocolate Cream Pie

Faygo Beverages' bakers ventured into the kitchen to whip-up another new flavor, and after the flour had settled, they emerged with a tasty Diet Faygo Chocolate Cream Pie.

"It Tastes so much like a pie from the bakery that you can even taste the graham cracker crust," said Stan Sheridan, Faygo Beverages president. "We are confident that Diet Chocolate Cream Pie will become a popular choice among diet beverage consumers – consumers who are increasingly demanding great-tasting, refreshing, no calorie/no carb alternatives."

Diet Chocolate Cream Pie is the third pie flavor and 14th diet flavor in Faygo's recipe book of 50 flavors. Last year, Faygo introduced Diet Key Lime Pie and Diet Coconut Cream Pie.

"The outpouring of consumer acceptance and demand for our Key Lime and Coconut Cream Pie flavors inspired us to expand the pie line," said Sheridan. "The slogan

for our pie line is – now you can have your pie and drink it too!"

The "0 calories, 0 carbs, 0 guilt" diet beverage can be purchased in 20 ounce bottles and will eventually be sold in 12 pack cans.



The point is . . .
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Spartan Stores distributes over 40,000 products, including national and private label brands of grocery, frozen, dairy, meat, seafood, deli, bakery, produce, floral, general merchandise and health and beauty care items.

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—Oleson's
Food Stores
Traverse City, MI



"We believe in Spartan's corporate brands enabling our company to demonstrate competitive retail pricing and differentiation in the market."

—Felpausch Food Centers
Hastings, MI



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