Brad Still, industry leader and friend, passes away

On Sunday, July 24, Brad Still, President of Trans-Con Company, succumbed to a lengthy battle with an unknown virus that had attacked his immune system. He was 42.

A graduate of Ferris State University, he began his career in 1985 at the J. Levs is Cooper Company. Moving up through the ranks, he was named president of Trans-Con in January of this year.

Brad was devoted to his family. He is survived by his wife, Carolyn, daughters Alexandra (8) and Sydney (5), mother Marlene Still, brother Brian and sister Brenda Siwula.

Funeral services were held Thursday, July 28, at St. Hugo of the Hills in Bloomfield Hills.

"Brad made many friends and was very well regarded and respected within the food and beverage industry. He will be long remembered and greatly missed," said AFD President Mike Sarafa. AFD sends its sincere condolences to the Still family.

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Pepsi Bottling Group boosts AFD Foundation scholarships

The AFD Foundation, Inc. was pleased to award 25 scholarships to deserving Michigan students at the annual golf outing on July 13. Thanks to a joint effort with Pepsi Bottling Group, AFD was able to provide $1,500 to each of the scholars. With Pepsi's continued commitment, the AFD Foundation is well on its way to reaching its $1 million goal for educational scholarships.

"We are working in partnership with the AFD Foundation to fund this scholarship program to give deserving kids a chance to attend college when extra financial assistance is needed," said Dave Dempsey, general manager of Pepsi Bottling Group. The scholarships are available to employees of AFD members and their children who are capable of attending college but might not be eligible for other scholarships and who may not otherwise be able to afford tuition without assistance. This year, with Pepsi's assistance, AFD was also able to provide scholarships to students who are customers of AFD member retailers. Posters from the AFD Foundation were provided to stores in January so that store employees and customers could apply for the scholarships. In order to continue to serve our mission, AFD Foundation is asking for support from the food and beverage industry. AFD Foundation, Inc. is a 501 (c) (3) corporation, donations are tax deductible as a charitable contribution to the extent provided by law. Please call AFD at 248-671-9600 for more details.

Wait, was that Tiger Woods teeing off?

Well, even if we didn't have Tiger, we certainly had a great representation from Michigan's food and beverage industry. AFD golfers took over the beautiful Fox Hills in Plymouth on Wednesday, July 13 to enjoy some friendly competition and raise funds for AFD Foundation scholarships. For more information and plenty of photos, see pages 26, 28 & 29.

It's time to stock up at AFD's two Holiday Beverage Shows!

Special pricing, holiday gift sets, and new products galore will all be available at AFD's two Holiday Beverage Shows. We are happy to present a new show on the west side of Michigan at the DeVos Place in Grand Rapids on Tuesday, September 20, 2005. The new location for the beverage show held formerly at Burton Manor is now at Rock Financial Showplace in Novi, on Wednesday and Thursday, September 21 and 22, 2005. In addition to the new location, this year we are also featuring a special wine section within the Novi show. Retailers from throughout the area will be able to invite their best customers to sample new wines that they can order through their retailer at special show prices. Any retailer that would like to be able to invite customers to the show should call Dan Reeves at AFD (248) 671-9600. For more details on both holiday shows, see pages 16 and 17.
Stock-Up on America's #1 Healthy Beverages!

See Your Pepsi Representative For Details.
Chairman's MESSAGE

Store Safety is Our Responsibility

By Ronnie Jamil

In the wake of a recent armed robbery, store safety and security have become top priorities. On July 5th, my Farmington Hills Mug & Jug store was the scene of a vicious armed robbery. At approximately 9:00 p.m., two masked men entered the store, one used a pair of handcuffs to lock the front door, while the other pistol whipped my nephew, Matthew Al-Shiek, to his knees and then shot him after forcing him to open the register. Matthew was transported to Beaumont Hospital where he is recovering, the brutality of the robbery shocked us all. Farmington Hills police and my family offered a $10,000 reward for information leading to the capture and conviction of the criminals. Police Chief William Dwyer and his staff diligently reviewed surveillance tapes and evidence at the scene. Their commitment to find the perpetrators of this particularly violent crime, with the help of police departments in other Metropolitan Detroit cities has resulted in the arrest of three suspects.

Although Matthew is expected to recover physically, the shock and emotional trauma of the event will stay with our family forever. Perhaps this terrible incident can be used as a wake-up call for all of us - retailers and suppliers alike - that handling cash on a daily basis. Safety for our employees and for us should be a top priority.

What would you do if your store was involved in a robbery? Would you know the right techniques to ensure the safety of your staff and customers? Do you have the proper surveillance equipment? Store safety and security is vital to ensuring an atmosphere where your customers want to return and also for creating a good working environment for your employees.

You can't run a good business if your employees and customers don't feel safe. Employee training remains on of the most important steps a retailer can take to ensure store safety and all operators should use training materials designed to teach employees the important elements of robbery and violence deterrence.

It is important to pay attention to security now because crime is increasing. According to the National Association of Convenience Stores, in the '90s, crime was on the decline, but there are now more young people in the 18 to 24 age group and crime is increasing as the population in this group rises.

Another reason for the increase in crime is the large number of people being released from prison. They were locked up in record numbers in the '90s and now they are coming out in record numbers. NACS statistics indicate that over two-thirds are likely to commit more crimes. There are many resources for safety training materials. The National Association of Convenience Stores (www.nacsonline.org), Food Marketing Institute (www.fmi.org), and Grocery Manufacturers Association (www.gma.org) all have safety and security manuals and offer courses in store security.

The Robbery and Violence Deterrent Program offered by NACS is particularly good for retail outlets and easy to follow. It covers five steps to security, which include: 1. Employee Training, 2. Cash Control and Signage, 3. Lighting, 4. Visibility, and 5. Escape Routes. Please, right now, take a moment to review your store security procedures, check out new material from one of the associations listed above and make any changes necessary to keep your store, your employees and yourself safe from crime. I also suggest adding an extra employee in your store during the evening and night.

On a personal note, I would like to thank our friends, customers and even complete strangers for all the thoughts, prayers and well wishes. They meant a lot to our family.
IZZE Beverage Company “pops” for a good cause

By Ryan MacWilliams

Three years ago, two men by the names of Todd Woloson and Greg Stroh went into business under the flag of producing a high quality product while contributing to a higher purpose. They started IZZE Beverage Company in Boulder, Colorado. Today IZZE distributes across the nation and continues to grow.

The two men saw an opportunity after tasting European sodas. Their idea was to create an all-natural counterpart that would be both healthy and tasty. After a few months of trial and error, the partners were finally content with the perfect combination of fruit juice and sparkling water and in June of 2002, IZZE was ready for business.

Today, IZZE comes in seven flavors: Blueberry, Clementine, Blackberry, Grapefruit, Lemon, Pear, and the new addition to the IZZE family - Pomegranate. Two new flavors are expected to be on the shelves by next year. IZZE is sold nationwide in Starbucks, Target, Cost Plus World Market stores, grocery stores, fine restaurants, delis and schools across the United States, Caribbean and South Pacific. IZZE comes in 12 ounce bottles, 16 ounce bottles and 8.4 ounce cans.

A fridge pack is currently under development. IZZE sparkling juices are a simple and clean blend of 100% fruit juice and sparkling water, free of caffeine, artificial ingredients, high fructose syrup and refined sugars. For those looking to fulfill their daily serving of fruit but can’t get a hold of an apple or an orange each 12 ounce bottle of IZZE is equivalent to one serving of fruit (based on the USDA Food Guide Pyramid).

Since the beginning, IZZE has been dedicated to the idea of contributing to communities around the nation. IZZE continues to follow their mission and has done so through Project Reach, the IZZE Q Award.

“Project Reach, a program that supports and creates education-based development for farm workers and their families in the communities where IZZE buys its fruit, is an initiative that is truly the heart and soul of our company,” said Todd Woloson, president and co-founder of IZZE Beverage Company.

Founded in 2004 in partnership with The Global Education Fund, Project Reach is a non-profit literacy organization. In September of 2004, IZZE Beverage Company created the IZZE Q Award to recognize the achievement of non-profit organizations. Along with a cash grant, each winner receives a limited edition label including a short profile of their organization printed on IZZE 4-pack cartons. New winners are announced every six months.

IZZE also donates funds to support Healthy Start, a child-care center in Parlier, California, which provides services for teenage mothers working to complete their high school education. The community of Parlier is one of the largest growers of white juice grapes in the country, and all of the mothers involved with Healthy Start are daughters of farm workers employed by growers there.

For more information call Heather Willison, (303) 327-5515 x119, or email her at heather.willison@izze.com.
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Every time you turn on a light, thousands of your friends and neighbors are right there making sure it works. That's thousands of Michigan-based Detroit Edison and DTE Energy workers providing you with the level of service and dependability you've come to expect for over a century. And we're also right behind you when it comes to community support; donating more than six million dollars a year to community causes.
Interstate Brands, Sarah Lee bet on whole-white bread

Two new whole-grain-bread product launches are introducing a new type of good-for-you white bread.

Interstate Bakeries Corp., the baker of Wonder Bread, is touting its 100 percent whole-grain bread as the new white. It claims it will permit white-bread enthusiasts to continue enjoying their bread while gaining the benefits of whole grain. Sara Lee Corp., which didn't enter the bread market until three years ago, is saying its blend of enriched white flour and whole-grain flour is what consumers will prefer.

Sara Lee's bread will hit the bread aisle nationwide in July, while Wonder's will roll out in only six markets initially. It hasn't been easy getting to this point. Breadmakers for years have been trying, without success, to develop a whole-grain white bread product that was close to the real thing. Only recently have breakthroughs in the milling process allowed bakeries to get close. A lot is at stake for the $5 billion bread industry, which was turned upside down two years ago when low-carbohydrate diets took a significant bite out of bread sales.

The picture has been even bleaker for white bread. Parents have switched to more whole-grain breads over the past several years for nutritional reasons, squeezing the shelf space for kid-favorite white bread.

The effort by both companies is aimed at giving parents a whole-grain product with a taste and texture similar enough to white bread that kids won't know the difference between the two.

While whole-grain breads have gained the upper hand in the bread aisle in recent years, the traditional loaf of white bread still represents 45 percent of the nation's bread sales.

For Wonder's parent, Kansas City-based Interstate Bakeries, which sought bankruptcy protection last year, the new bread is a bold step.

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Putting a lid on Big Gulp

7-Eleven introduces private-label soft drink

A day after 7-Eleven celebrated the 40th anniversary of its Slurpee frozen carbonated beverage, the c-store giant introduced a private-label line of soft drinks under the Big Gulp label. And just as with Slurpee, the goal of the line is to bring some fun to a stalwart category.

"The strategy for the brand and the product is to introduce the consumer to a unique, high-quality product in flavors that are fun and exciting," Jack Wilkie, vice president of franchises and corporate communications for Dallas-based 7-Eleven, told CSP Daily News. "We can have as much fun with Big Gulp as we can with Slurpee flavors because it's a proprietary brand."
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GOOD TIMES GOING LONGER.
Boom: The key demographic

by Michael Sansolo
Senior Vice President
Food Marketing Institute

Boom generation turning 60, marking yet another landmark in aging of the generation that has left an indelible mark and level of change on every part of American life since the end of WWII.

Boomers have been a never ending source of change from the days they first swelled the population to the days of protest and "do your own thing," which probably was the first sign of the world of niche marketing to come. Given the diversity of needs and tastes of Boomers, it's hard to draw a single picture of this generation of 76 million adults.

The size and spending power of the Boom generation make them a priority for any marketer. At 28 percent of the population, Boomers make up the largest population of working adults in the nation and have the highest incomes, which means their overall spending power is unmatched.

According to FMI's U.S. Grocery Shopper Trends 2005, Boomers are easily the biggest spenders on food per household, even though Generation X households are more likely to be larger in size due to a greater presence of children.

Currently, 26 percent of Boomers have children in their household (compared to 50 percent of Gen X), yet Boomers spend $98.40 on average in supermarkets each week - Gen X households spend $1 less. Similarly, Boomers spend more ($75.10) in their primary store than any other shopper group.

Boomers are loyal to supermarkets overall and are less likely than other shoppers to regularly frequent a supercenter.

Of course, not all Boomers share any single lifestyle. There are Boomers who are empty nesters and grandparents, while others (sometimes of the same age) are new or current parents, so targeted marketing is essential.

When it comes to selecting a supermarket, Boomers look for high quality perishables, a clean store and accurate shelf tags. Boomers are more likely than must to stock up on bargains and deviate from their shopping list. They solve their own problems, seeking information and educational resources when trying to attack problems like improving their nutritional habits.

Some 75% believe their diets could be healthier, a much more critical assessment than nearly all other shopper groups. Despite this, a smaller percentage of Boomers are on diets to lose weight than are the younger shoppers from Generations X or Y. (Aging does have its price however. Far more Boomers are on diets for medical reasons than the younger groups.)

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Miller Brewing Company Releases 2005 “Beer is Volume with Profit” Report Results Online

Miller Brewing Company recently launched its “Beer is Volume with Profit” online report designed to help the industry better understand beer consumer dynamics throughout all trade channels by making the results widely available. “Miller’s ‘Beer is Volume with Profit’ serves as the most current, accurate and comprehensive look at the beer industry, with beer-related facts, statistics and information,” said Jeff Schouten, Miller Brewing Company category management. Available to retailers, distributors and Miller employees via separate online vehicles, this year’s “Beer is Volume with Profit” includes five chapters focusing on an overview of the beer industry, on-premise activity and performance in c-stores, supermarkets and liquor stores. “Beer is Volume with Profit” is designed with retailers’ needs in mind. Key features of this year’s edition, available online, include:

• Quarterly updates on sales figures
• Regional information
• More detailed consumer data

Retailer customers can access the continuously updated online version online at www.MillerAdvantage.com.

Detroit Popcorn gets new owner

David Farber, 46, recently became the new owner of Detroit Popcorn Co. After four months of negotiations, he recently purchased the company from Robert and Rick Jasgur.

Though he hesitates to give the purchase price, Farber told the Detroit Free Press that he has invested over $1 million in the company.

The Detroit Popcorn Co. sells more than 1-million pounds of popcorn per year (both popcorn and unpopped kernels). Roxy’s Sweets, the company’s catering division, provides equipment, supplies and operators for all types of events, including birthday parties.

Detroit Popcorn’s clientele comes from across metro Detroit. The company offers a wide range of treats, including cotton candy, waffles, ice cream novelties and milkshakes. It also manufactures and distributes a variety of popcorn flavors throughout Michigan, the

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Good call.
Is chocolate the new coffee?
The Wall Street Journal reports on Ethel's Chocolate Lounge, a new store that opened in Chicago earlier this year, with a half-dozen expected to be operating by the end of the year. “Mars Inc., the closely held candy giant behind Ethel's, is betting that chocolate is the new coffee,” the WSJ reports. “Decorated with pink-and-brown striped wallpaper and whimsical lighting, the new chain is Mars's attempt to make lingering over a plate of premium chocolates in a cafe space as mainstream as drinking a morning latte at Starbucks. For a company best known for making mass-market products like Twix and Snickers bars, this means transforming a lowly commodity into a high-price luxury.

Coke pitches fitness to students
Coca-Cola is spending $4 million to encourage students in secondary schools to lead healthy lifestyles, offering posters of professional athletes and exercise competitions for students. The company says the campaign is part of its efforts to encourage healthy living among children, but critics claim it's a backdoor way to market soft drinks. -The New York Times

Retailers hit Visa with new suit charging price fixing
A retailer group that includes Albertsons, Kinger, Safeway, Ahold USA, and Walgreen has filed a lawsuit in US District Court for the Southern District of New York charging Visa International and Visa USA with setting rules that limit competition and allow it to charge inflated fees. The retailers say that Visa illegally bundles its products, forcing them to accept all of its products if they want to be charged lower fees. The retailers are seeking an injunction and triple damages from Jan. 1, 2004 to the present. MasterCard is not named in this suit, thought it was named in another recent lawsuit by a group of smaller retailers, charging that Visa, rival MasterCard and some banks conspired to keep rates high.

Pernod Ricard sheds Seagram's Vodka brand
Pernod Ricard, which is acquiring the StoliChnaya brand of vodka in its acquisition of Allied Domecq liquor brands, is selling its Seagram's Vodka to privately-held Young's Holdings Inc. The vodka won the Double Gold Medal at the 2003 San Francisco World Spirits competition and sold 640,000 cases last year. -The Cincinnati Enquirer

Study: Curry ingredient blocks growth of melanoma tumor cells
Curcumin, the ingredient which makes curry yellow, has blocked the growth of melanoma tumor cells and stimulated their death, according to laboratory experiments to be reported in the journal Cancer. Researchers say curcumin appears to affect the NF-kappa B molecule, active in several types of tumors, including melanoma, and may also be useful in treating other cancers. -Forbes/Health Scout

Researchers: Lab-grown steaks possible
Lab-grown meat may one day alleviate concerns about animal welfare and environmental issues associated with livestock production, according to researchers whose study was published in the journal Tissue Engineering. -Food Ingredients First

GMA unveils new name, logo
The Grocery Manufacturers of America is now the Grocery Manufacturers Association, which more accurately depicts the group's mission, GMA said. Separately, GMA's 2005 Logistics Survey found fuel costs and new driver restrictions are impacting transportation costs. -Progressive Grocer

California Approves Prescription Vending Machines
The San Francisco Chronicle reports that the state of California has approved applications by Safeway to use vending machines to dispense prescription refills. Longs Drug Stores reportedly will use the vending machines in California as well, and Walgreens also has filed an application with the state.

Fruit producers get sweet on tattoos
Fruit is being tattooed to speed distribution, increase security and get rid of those pesky stickers. The government-approved lasers are part of a post-Sept. 11 "track and trace" technology initiative to help protect the food supply. -The New York Times

USDA warns retailers on food stamp scams
Scams involving electronic benefit transfer systems have popped up in New York and Alabama, according to the U.S. Department of Agriculture Food and Nutrition Service. People claiming to service or update EBT machines are actually transferring credits to one beneficiary's account. -Progressive Grocer
Nash Finch is proud to offer a lineup of store brand labels to meet any retail challenge.

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The Value Choice label is the perfect tool to establish price image with your customers. Positioned to complement the IGA and Our Family label, Value Choice is the destination for the shopper who demands the ultimate in price value.

Call us today and find out more about this winning combination.
AFD accepts nominations for Board of Directors election

It is time to choose the AFD's Board of Directors for 2006. The election results will be tallied on Tuesday, December 13, 2005. Any voting member of the association may be nominated to sit on the board. In order to be eligible, you must be a member in good standing for no less than the prior 12 months and you must be nominated in writing on or before November 1, 2005. All nominations require support of 25 other members in good standing or a majority vote by the nominating committee. You must be qualified to serve in either the retail category as a regional director, or as a supplier director.

Our board of directors sets policies by which the AFD is governed. We urge all AFD members to get involved by nominating candidates you feel will devote their time and talent to represent the food industry with professionalism and integrity. Please send your nominations on or before November 1, with supporting signatures, to the AFD Nominating Committee, 30415 West Thirteen Mile Road, Farmington Hills, Michigan 48334. For more information, call Dan Reeves, AFD Vice President, at 248-671-9600.

Kar's donates nuts to Red Cross

In July, community blood supply in Metro Detroit was at a critical low level, which prompted the Red Cross of Southeastern Michigan to declare a blood emergency. Kar's Nuts had previously donated 5,000 packages of its Sweet 'N Salty Mix for distribution to Red Cross blood donors in order to encourage donations during the week of July 4—a time when the need for blood was most critical. In response to the blood emergency, Kar's decided to double their donation in order to encourage local residents to meet this need.

The buzz about sauerkraut

Concerned that its product wasn't resonating with the younger generation, sauerkraut producer Fremont Co. hired Chicago-based public relations shop Bigfrontier Communications Group to hype pickled cabbage to younger consumers. The PR firm came up with the "K-tini," a martini made with olives stuffed with sauerkraut, started throwing K-tini parties and before long, the cocktail was featured on ABC's "Good Morning America." —Chicago Sun-Times
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DeVos Place, Grand Rapids, MI
Monroe Avenue NW

Ask your Beverage Rep for Tickets or call 800-666-6233 for free tickets.
Admission Ticket Required. $10 at the door. No bags allowed in or out.
The law demands that you be at least 21 years of age to attend this show.

COMPLIMENTARY PARKING if you park at DeVos Place, Government Center or Louis Campus.
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Admission Ticket Required.
$10 at the door. Complimentary parking.
No bags allowed in or out.
The law demands that you be at least 21 years of
Base game sales can mean trip to Las Vegas

By Commissioner Gary C. Peters

Last month we talked about the importance of keeping a full stock of base games for your customers. Not only are the base games important to players, but with an upcoming promotion, they become even more important, especially to Lottery retailers.

From August 15 and through October 13, every book of a base game settled counts as one entry into a drawing for an all-expense paid trip for two to Las Vegas. The winner and a guest will stay at the Monte Carlo Resort and Casino and be treated to the same way to thank our retailer partners for all their efforts, and more importantly, a hard-working retailer and his or her guest is going to receive a grand prize that is well-deserved. We hope to be able to offer more of these incentive prizes in the future!

Upcoming Instant
We have some exciting new instant games in the lineup for the next few weeks.

Winner’s Circle, a $2 game that went on sale August 1, features a new play style similar to bingo. The play area is essentially a round bingo card comprised of three concentric rings of different color. The play area is further subdivided into four “wedges.” Players win by matching all the numbers within one of the three rings, in one or more of the four wedges, or by matching all the numbers in the entire circle—a “blackout.”

On August 8, look for Break the Bank. The $5 ticket is two-sided, with scratch-off games on the front and pull-tabs on the back. Sales for the $2 Cashword Doubler will begin on August 29.

Retailers will want to continue to promote Chrysler Cash, a $3 ticket that went on sale in late July and features two instant chances to win a 2005 Chrysler 300C sedan, which was the Motor Trend Car of the Year. This game also features two second chance drawings for Chrysler brand merchandise prize packs. All 440 winners of merchandise prize packs will be automatically entered into a grand prize drawing for a third 2005 Chrysler 300C. The game is loaded with over 1,000 prizes of $300, the top cash prize.

New HSA plans, weigh the savings!

A Health Savings Account (HSA) is a qualified high-deductible medical plan used in conjunction with a specific use tax-exempt bank account. Savings from moving to a high-deductible plan can be put into the account to pay for future qualified medical expenses. Employer and/or employee may contribute to the account. Any medical expense paid out of the account is tax free. What you don’t use rolls over year-to-year in the interest account.

Associated Food Dealers is proud to sponsor Blue Cross Blue Shield of Michigan for our members. BCBSM offers three different HSAs with no medical underwriting to groups of 2 or more employees. BCBSM is now more affordable than ever, with our ability to age rate. Take a look at the benefits of joining AFD sponsored BCBSM program.

For information on AFD’s endorsed Blue Cross program, call: Dan (800) 666-6233 or dreeves@afdom.org

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**CSPI calls on FDA to require health warnings on soft drinks**

The Center for Science in the Public Interest (CSPI) wants the U.S. Food & Drug Administration (FDA) to put warning labels on soft drinks akin to the Surgeon General’s warning on cigarettes.

In a petition filed with the FDA, the watchdog group asked the agency to require a series of rotating health notices on containers of all nondiet soft drinks—carbonated and noncarbonated—containing more than 13 grams of refined sugars per 12 oz. (The typical 12-oz. soda contains 40 grams.)

CSPI said the rotating messages could include:

- The U.S. Government recommends that you drink less (nondiet) soda to help prevent weight gain, tooth decay and other health problems.
- To help protect your waistline and your teeth, consider drinking diet sodas or water.
- Drinking soft drinks instead of milk or calcium-fortified beverages may increase your risk of brittle bones (osteoporosis).
- And because many adults have switched to diet soda, production of nondiet soda has declined 12%—the biggest decrease ever. Nevertheless, despite that decline in overall production, soda consumption in kids has increased from the 1970s to the 2000s, as have their rates of obesity. Obesity has doubled in kids, and tripled in teens.

CSPI's petition is supported by the American Dental Hygienists Association, the American Society of Bariatric Surgeons, the Consumer Federation of America, the National Center for Health Education, and others. It is also supported by scientists and nutrition experts, including Gladys Block of the University of California, Berkeley, School of Public Health; George Bray of the Pennington Biomedical Research Center at Louisiana State University; Brian Burt of the University of Michigan School of Public Health; JoAnn Manson of Harvard Medical School; and Marion Nestle of New York University.

Besides health messages on labels, CSPI recommended requiring calorie labeling of beverages on chain restaurant menus and menu boards, and stopping soda sales in schools. CSPI also said states and local governments that levy small taxes on soda or other junk foods should consider earmarking those revenues for promoting health and fitness. A national 2-cent-per-can tax on soda would raise $3 billion annually—almost 1,000 times as much money as the federal government spends promoting consumption of fruits and vegetables.
Mitch Irwin appointed Director of Agriculture

The Michigan Commission of Agriculture appointed Mitch Irwin as Director of the Michigan Department of Agriculture (MDA) by a unanimous decision. Irwin replaces Dan Wyant who announced his resignation effective July 29, 2005.

Irwin, of East Lansing, is currently the Director of the Michigan Department of Management and Budget (DMB). Prior to joining DMB, Irwin held positions with the Michigan State Senate where he served the Upper Peninsula and northern Michigan from 1979 to 1990; the Economic Development Corporation of Chippewa County; and the Eastern U.P. Regional Planning and Development Commission.

“We are pleased to have a person of Mitch Irwin’s background to lead the department, working with the diverse food and agriculture industry on behalf of the citizens of Michigan,” said Jim Byrum, Commission Chair. “All of the candidates were very committed to improving the state’s agriculture industry, but Mitch is an outstanding choice to take on the challenges and opportunities facing agriculture today.”

The other candidates who interviewed were former State Representative Gene DeRossett of Saline; James Lloyd of Okemos, currently the assistant to the dean of the College of Veterinary Medicine at Michigan State University; and Michael Schrom of Bangor, who is currently in a management position at Honee Bear Canning.

All five commissioners voted in favor of offering the job to Irwin after deliberations following the interviews. Irwin commended Dan Wyant for the leadership he has provided in his role as MDA Director for the past nine years. “Director Wyant has developed strong partnerships with the multitude of public and private organizations that serve this vital industry. It is my goal to build on the administration’s priorities of both protecting Michigan’s consumers by ensuring a safe and healthy food and crop supply, and of protecting and growing Michigan’s agriculture industry.”

Magazine may use story premise to get vendor list

AFD recently received an email from Bob Welch of Hollywood Markets regarding Food & Drink Magazine. According to Welch, he was recently contacted by a representative of the publication who was supposedly writing an article about Hollywood Market and its relationships with its vendors.

“It turns out that this was just a ploy to get names and addresses of our vendors so they could solicit them for ads in their magazine. You might want to give a heads-up to the rest of your members so they know that these people are deceitful in their dealings,” Welch wrote in his email.

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Rep. Tupac A. Hunter works for a brighter Detroit

Tupac A. Hunter
State Representative
Detroit—9th District
Democrat
Minority Whip
Legislative Committees:
• Minority Vice-Chair of Banking and Financial Services
• Energy and Technology

By Kathy Blake

State Representative Tupac A. Hunter, (D-Detroit), is dedicated to bringing change to Detroit. “I want to see that Detroit becomes the world class city that we all talk about. We need people representing our city that have actually experienced a variety of things, politicians that understand where the rubber meets the road to make a change,” Rep. Hunter exclaimed. Being a native of Detroit, he has a vested interest in the city. In college he majored in urban studies and public policy because he wanted to make a difference.

Detroit Economic Growth Corporation
After college, he gained some corporate financial experience prior to taking a job as a staff aide to a Detroit City Council member. There, he developed an understanding of the policy formulation process and its impact on residents’ quality of life.

A year later, he was recruited to be a project manager for the Detroit Economic Growth Corporation, (DEGC). The DEGC is focused on attracting and retaining jobs and expanding the city’s tax base. Hunter said during his five and a half years at the DEGC, he oversaw a portfolio of projects including residential, commercial, industrial and downtown which represented a significant amount of new economic investment for the city. He helped the city purchase real estate and finance projects.

DEGC is 80 percent funded by the city and 20 percent by private donations.

Rep. Hunter is particularly proud to have been through—from start to finish—the Brush Park Manor, a senior housing project north of downtown. He helped obtain $8 million in funding from HUD and dealt with the acquisition of land and development. The manor houses 112 seniors.

First legislative term
After joining the state legislature, Hunter was among 36 lawmakers selected to participate in the Council of State Government’s Bowhay Institute for Legislative Leadership Development, which is recognized as one of the premier leadership training programs in the nation.

In his first term, Hunter was on the Appropriations committee. He was minority vice-chair of the Judiciary subcommittee. He said he and his colleagues worked hard, constrained by a tight budget, to get funding allocated for the drug treatment court program.

“Our governmental fiscal crisis should not effect our commitment to mental health and substance abuse. If we don’t spend the money in treatment and rehabilitation we will spend it in correctional institutions,” said Hunter. He also worked towards continuing funding for Detroit schools and AIM High, a health assistance program for African Americans with low income who have terminal diseases.

Second legislative term
In November of 2004, he was overwhelmingly re-elected to a second term to represent the citizens of the 9th District. He was unanimously elected by the Democratic Caucus to serve as the Minority Whip for the 2005-06 legislative session. This is a leadership position that allows him to provide input for the caucus agenda. He assists in tallying votes within the caucus on controversial issues, (prior to the actual vote), to help the caucus put up a united front in legislative negotiations.

He works very closely with the Minority Floor leader. Also, he serves as the Minority Vice-Chairman of the newly formed committee on Banking and Financial Services and is a member of the Energy and Technology committee.

Consumer protection
Rep. Hunter believes that one of the main concerns for citizens is consumer protection. He co-authored legislation for payday lending, limiting the rates that lenders can charge. “If this passes, we will have one of the most stringent laws in the country,” said Hunter. Payday loans are short-term loans provided to consumers who show proof of income. The interest rate can be very high.

“It’s a big problem, particularly where minorities reside,” said Rep. Hunter.

He is also working on the issue of insurance redlining. “As a Detroiter it is very important to be at the center of that debate. We are unfairly targeted for insurance price gouging. Detroitzers are charged more than the rest of the citizens across the state,” he said.

From state representative to state senator?
After Rep. Hunter finishes his current term, he hopes to sit on the other side of the State Capitol. He plans to run for the 5th district State Senate seat, currently occupied by Senator Burton Leland, who is in his third and final term of office.

Political and civic committees and memberships
Rep. Hunter currently serves as a member of the Legislative Conference of the Council of State Government’s Innovations Selection Committee. Also, he has been appointed by the Speaker of the House of Representatives to serve on the Financial Services Committee of the National Conference of State Legislatures. Since he is dedicated to developing young leaders, he also serves as a member of the Honorary Board of Michigan State Legislators for the Congressional Youth Leadership Council.


Education
He graduated from the University of Detroit Jesuit High School and Academy. He graduated with honors from Morehouse College in Atlanta, Georgia with a Bachelor of Arts Degree in Urban Studies and Public Policy in 1995.

Personal
A single father with a son, Rep. Hunter will soon be married. He enjoys spending time with his family and he enjoys reading books and watching sports.

To contact Rep. Hunter, call (517) 373-1705, email to tupachunter@house.mi.gov or write The Honorable Tupac A. Hunter, State Representative, State Capitol, PO Box 30014, Lansing, Michigan, 48909-7514.
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Engineer has designs on Holland convenience stores

By Michele MacWilliams

What would make a Texas construction field engineer switch careers and head to Holland, Michigan to run a couple of convenience stores? Well, it's a long story that begins with the love of a woman. Scott Scripstock met his wife Diane in Dallas, at a nightclub. She was there on a training session for Toys-R-Us. He lived in Dallas and was a field engineer working on the Dallas Symphony Hall.

The couple fell in love and got married, but Scott's job took him on sites for long-term projects and the two hardly ever lived together. After the Symphony Hall, he was assigned to Shreveport, Louisiana, for two years and then the IBM building in Toronto for two years. Following that, a sewage treatment plant in Grand Rapids was his next assignment. This was a good thing, since Diane's family lived in the Grand Rapids/Kalamazoo area.

Scott fell in love with Michigan, especially Holland, with its small-town feel and Lake Michigan shoreline. Desiring to stay in the area, he took a job with a smaller Michigan contracting firm. However, an injured back soon ended his ability to work in construction.

Scott's brother-in-law, Bob Byars, asked him to look at a convenience store that needed remodeling. The store was in Holland, near Lake Michigan. It was 1991 and Bob purchased the 2,300 square-foot store and Scott was the general contractor for the remodel job. Just like that, Scott switched careers and was now a full-time Holland resident and convenience store owner.

In 1995 the two purchased a second store, Northside Liquor Center, on Butternut Dr. on the northern end of Holland. Scott describes King's Cove as a typical convenience store, selling a variety of items that customers may need when visiting the lakeshore area: beer, wine, snacks, candy, sunscreen, napkins, paper towels, and liquor.

"At King's Cove, our average sale is about $4 to $6, because we deal in a lot of small ticket items like candy," says Scott. On the other hand, Northside's average is $10 to $12 per sale because the 5,100 square-foot store carries no groceries at all — strictly beer, wine and primarily liquor.

"Our Northside Liquor Center is one of the top 150 in off-premise liquor sales in Michigan because that's all we sell," Scott adds. He said that he doesn't even try to compete for other convenience store purchases at the Northside store, since there is a Speedy gas station and a Walgreen's on facing corners from the store.

Scott says that business is good when things run smoothly. However, that isn't always the case. "It's difficult to keep good employees because we can't provide health insurance. We keep looking at it to see if prices have gone down, but right now, it isn't an option," Scott explains.

Break-ins and shoplifting are somewhat common occurrences too. "We have our share of break-ins. At King's Cove we had two in the last two months," Scott says. However, they have invested extensively in security and because their system is so good, the local police almost always catch the perpetrators.

"We post signs and our cameras are visible, which also deters some shoplifting," states Scott, adding that "when our cameras catch someone stealing, I post their picture at the store and tag them as a thief." Scott laughs because the last time he did this, he received a call from the person in the photo, asking him if he could make restitution so that his photo would be removed. The man came in, paid for the purchase and Scott removed the photo.

A few months prior, a couple of professional shoplifters were caught by the local police after Scott and Bob provided video of them stealing from their store.

"The police love our security system," Scott beams.

Scott and Bob also like the new liquor pricing law, which allows retailers to raise the retail price on a bottle of alcohol, as long as the pricing stays above that state-imposed minimum. "I wish that the general public could understand the problem of trying to sell at a fixed price when the cost of doing business keeps going up." "We raised our prices right away. We know that we can never compete with the big box boys. We sell convenience and service. Being able to raise our prices gives us an opportunity to recoup some of our costs," says Scott.

What he would like to see now may surprise some independent retailers. Scott and Bob would like the state to provide quantity discounts. "They would have to do it across the board, but giving discounts for large purchases of a single item could help us," he added.

So what's next on the horizon for Scott and Bob? They recently purchased the building next door to King's Cove and are adding a deli. "We're upsalling the store, with a really good deli where customers can get a great sandwich or other deli fare," Scott says.

The life of a convenience store owner is quite different from that of a contract engineer. Instead of being away from home for stretches of two to three years, Scott very rarely travels. "I haven't had a vacation in 10 years," he explains, adding that the traveling that he and Bob do now is to convenience store seminars and conferences.

"We're pretty much tied to the stores 24-7," he adds. However, Scott loves Holland and the opportunity to be home with Diane and their two children, Melinda (19) and Larry (17).

"Our son was just two when we moved here," says Scott. Being the son of a military man himself and moving often as a child, Scott is happy that his career change provided the opportunity to raise his family in Holland.

Scott and wife Diane in Dallas, at a nightclub. Scott Scripstock (left) with wife Diane and partner Bob Byars.

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Beautiful rolling terrain and a day without rain greeted golfers on July 13 for the Annual AFD Foundation Golf Outing. Held at Fox Hills in Plymouth, golfers enjoyed a fun day away from their jobs to help a great cause — the AFD Foundation scholars. This year the Foundation provided 25 deserving students with $1,500 scholarships each.

It takes a lot of work to host a large outing like AFD’s. With two courses in action, there was a lot of coordination behind the scenes. The event’s success was clearly due to the hard work of our great golf committee, AFD staff and volunteers. Together this hard-working group stuffed goodie bags, worked registration, packed and unpacked all prizes and equipment for the event, handed out door prizes, coordinated the presentations, sold raffle tickets, and monitored contest holes. A special thanks to our great co-chairs, Rick Welch from Hollywood Markets, and Bob Halstead from Pepsi Bottling Group. Also, a very special thanks to Jim Chuck from Frito-Lay, who provided a truck and assistance to move all the goodies and prizes to Fox Hills. For all of our volunteers, sponsors, food and prize donors... THANK YOU! Without your help we certainly couldn’t have had such a successful day.

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(1 to r) Marion Body from Miller Brewing Company, Bob Holycross of North Pointe Insurance, Mark Sarafa from Absopure Water Company, Joe O’Bryan of 7UP Bottling Company, Joel Phillips of Pepsi Bottling Group, Michael Kowalski from Kowalski Companies, Matt Spence from Kar’s Nuts and (front kneeling) Samir Kuley from Eastown Distributors.
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(L to R) Mario Fiordilino, Nick Bontomasi, Kathy Cole and Steve Grimmer of Coca-Cola Bottling Co. of Michigan.

Scholar Stephen Gardiner with sponsor Bobby Hesano of D&B Grocers Wholesale.

Scholar Kurds Edelbrock with sponsor Kathy Cole of Coca-Cola Bottling Co. of Mich.

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Scholar Hamilton Harris with sponsor Scott O'Brien of Allied Domecq

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(L to R) W. Bloomfield Police Chief Ron Cronin, Farmington Hills Police Chief Bill Dwer, Franklin Police Chief Ed Gilomb and AFD Chairman Ronnie Jamil.

(L to R) Jim Gottsman of D&B Grocers Wholesale, Ron Gardner of Spartan, Dan Kiburg and Bobby Hesano of D&B Grocers Wholesale.

(L to R) AFD Board Member Brian Yaldoo with Charly McCullum of Spartan, Jim O'Shea of McTowm Snack Foods and Jim Hooks of Metro Foodland.
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