

ASSOCIATED **AFPD** FOOD & PETROLEUM
FOOD & PETROLEUM DEALERS, INC. **REPORT**

VOL. 20, NO. 8

AUGUST 2009

What will be on Your Customer's Holiday Table?

page 8



Associated Food & Petroleum Dealers
30415 W. 13 Mile Road
Farmington Hills, MI 48334
Change Service Requested

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President's MESSAGE

Do You Embrace Modern Technology in Your Business?



Jane SHALLAL
AFPD President/CEO

Technology has changed the way we work—and it's changed people's expectations, too. It is important to embrace some modern technology to help you run your business. What can technology do for you?

With the use of cell phones and the Internet, communication with customers, vendors, and others related to your business is almost instantaneous and a lot less costly. Productivity has

increased tremendously with computers, Internet, and other technologies. Email has become a critical tool for communicating and sharing important information. Time-sensitive information received via email keeps us current on industry issues, opportunities, and events that impact what we do.

Technological developments at home and at work have

made our lives much more comfortable. I am always amazed at technology that allows retailers to check their store premises from home or anywhere in the world through remote monitoring.

But, "technology" does not only refer to computers and email. For example, retailers have tried to improve service by using customer-facing technology such as information kiosks, digital media displays, and marketing and promotion technology. Information kiosks and digital media are gaining in popularity among independents, since many of their service or product offerings require a greater level of detail than is possible with traditional signage.

Point-of-sale systems (POS) remain the most important application to the independent grocer's business. Back-office applications rank second in importance to grocers. Some have now used the advantage of technology to use the Internet to do their day-to-day banking, saving time and making fewer visits to the bank.

Furthermore, most retailers today use technology to

address loss prevention issues for theft, as well as for addressing productivity, shrink, and receiving. Theft is at the top of the loss prevention list facing independent grocers; 70 percent of grocers address theft loss prevention issues through technology. Productivity follows as the next important thing, with shrink and receiving next in line. In-store camera systems monitor areas where theft or labor issues may occur (such as checkout or receiving) and also help determine areas of inefficient scanning.

Retailer/Wholesaler Relationship

Wholesalers can be an important part of an independent grocer's information technology (IT) decision-making process. Your wholesaler can recommend solutions and often act as an independent software vendor by implementing IT solutions for you.

Don't let fear of lack of technology expertise dissuade you.

Here are some things to keep in mind while improving your techno-savvy:

- **Be patient, but open-minded.** Computers can seem a bit overwhelming if you are not used to them, but you don't need to know

how they work to use them. Think of it like driving a car: You just need to learn how to drive it—not how it works.

- **Take charge of your own training.** Take an active part in training yourself to use the latest computer hardware and software. A lot of training is just learning by doing. Research how other grocers are using technology to make their business more manageable and incorporate the methods that will work best for you.

Technology may not be the answer to everyone's needs. But used in an appropriate and realistic way, technology can enhance and facilitate your business activities.

Don't let fear or lack of technology expertise dissuade you.

Give Online Liquor Ordering a Try—Here's How

Recently, the Michigan Liquor Control Commission (MLCC) announced to retailers that in December 2010 it will seek to have all liquor orders taken online. Since the online ordering website was launched in 2002, MLCC's free service has been growing in popularity. The benefits of online ordering help to save you money and allow you to view what you are purchasing. Retailers can also track recent orders.

The online ordering system gives you the latest information on price and availability of products. Many retailers indicate that they like immediately seeing their order on the Internet and add that seeing the order in print before it is placed helps reduce ordering errors.

Another advantage of the online service is that retailers can immediately see what inventory is in stock, so they can easily make substitutions or other changes. Items can be added, deleted or changed throughout the order day. Retailers also like the ease of placing just one order for all their products. Your email order confirmation includes transaction confirmation numbers, delivery dates, a listing of items ordered, and price. No payment information is required—you pay by Electronic Fund Transfer (EFT), check or cash at delivery time, as usual.

If you have not already done so, try the online ordering system to realize all the advantages online ordering has to offer. To obtain more information about the online system, please see page 25 of this month's *Food and Petroleum Report*.

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ASSOCIATED **AFPD**
FOOD & PETROLEUM DEALERS, INC.

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Calendar

August 6, 2009

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Detroit, MI
Contact: Aday Arabo
1-800-666-6233

September 9, 2009

West Michigan 5th Annual Food,
Beverage & Petroleum Show
Rock Financial Showplace
46100 Grand River, Novi, MI
Contact: Aday Arabo
1-800-666-6233

September 22 & 23, 2009

S.E. Michigan 11th Annual
Holiday Food & Beverage Show
Rock Financial Showplace
46100 Grand River, Novi, MI
Contact: Aday Arabo
1-800-666-6233

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AFPD works closely with the following associations:



MICHIGAN UPDATES

- **Opposition to ethanol volume.** AFPD issued a policy letter to the Federal EPA strongly objecting to its consideration of mandating increased ethanol volume in gasoline by 50 percent (up to E-15).
- **Food stamp distribution.** AFPD attended a meeting with the Department of Human Services concerning extending food stamp distribution throughout the month.
- **MLCC hearing.** AFPD attended a Michigan Liquor Control Commission (MLCC) public hearing relating to changes in liquor delivery rules.
- **Michigan WIC.** AFPD participated in a meeting with ACS concerning the cash value benefit changes to Michigan WIC.
- **Food Marketing Advisory Board.** AFPD attended the Western Michigan University Food Marketing Advisory Board meeting.
- **Michigan Food Policy Council.** AFPD attended a Michigan Food Policy Council Task Force meeting to discuss issues relating to the state's food policies.
- **UST Rules.** AFPD has been contributing to the ongoing rewriting of the Michigan Underground Storage Tank Rules with staff members of the Michigan Department of Environmental Quality (DEQ) and affected businesses.

AFPD CORNER

- **Relining USTs.** AFPD worked with Michigan DEQ technical staff to discuss the compatibility of the process for relining USTs with Tank Tech brand lining material and its acceptance to comply with "double-walled" requirements.
- **Quality Control Evaluations.** AFPD conducted 18 Quality Control Evaluations for various grocery stores in Michigan.
- **New AFPD MI membership services rep.** We welcomed Kenny Ibrahim to the AFPD staff.

OHIO UPDATES

- **BUSTR rule changes.** AFPD participated in a meeting with members of the Ohio Petroleum Council to review proposed BUSTR rules changes applicable to USTs.
- **Gas station operator training.** AFPD participated in meeting with members of the "regulated community" in Ohio to discuss rules and regulations being developed for Gas Station Owner/Operator training as required by the 2005 Federal Energy Act.
- **New AFPD Ohio sales rep.** We welcomed new Ohio sales representative, Jeromy Osborne, to AFPD. See story below.

Jeromy Osborne Joins AFPD Ohio Team



**"I firmly believe
in the value that
AFPD membership
offers. I wouldn't
be here if I didn't."**

AFPD is pleased to announce the addition of Jeromy Osborne to its Ohio-based sales force. Osborne comes to the association with more than seven years of sales experience, and a great deal of energy and enthusiasm for his work.

"I am very excited about my new position," says Osborne, adding that he is not at all concerned about the state of the economy. "My main objective is to get the word out to prospective members in this area who may not know about all the benefits that the AFPD has to offer its members."

Osborne says he thinks that once he is able to communicate the many benefits of being an AFPD member, he is certain that businesses will understand that AFPD membership is an investment with an impressive return on investment.

"People in this area have not yet learned what the organization has to offer its members. Many may view membership as merely one more expense that they do not need to make during difficult economic times," he says. "But once I inform them, they will understand that the investment of membership will actually put more money back in their pockets."

Osborne says his main strategy to boosting and maintaining membership is increased face time with members. He says that this strategy entails making connections and building relationships, which will not only allow him to boost membership, but also open the lines of communication to better serve members.

"I firmly believe in the value that AFPD membership offers," Osborne says. "I wouldn't be here if I didn't."

ASSOCIATED **AFPD**
FOOD & PETROLEUM DEALERS, INC.

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Petroleum News & Views

Information of Interest to Petroleum Retailers, and Allied Trade

Michigan Struggles with UST Clean Up

Two decades after the c-store industry made huge investments to clean up leaking underground storage tanks (UST), Michigan petroleum marketers are dealing with one of the country's largest backlogs of leaking USTs and can't expect much help—even from the federal stimulus program.

Ed Weglarz, executive vice president of Associated Food and Petroleum Dealers, explains that the average gasoline retailer contributes in excess of \$1,000 each month to the state clean-up fund (MUSTFA), along with purchasing required pollution insurance. However, the retailer sees little, if any, benefit from this program when the leaders redirect the fund's assets to "other" priorities.

"It's not fair to the retailer or the environment," Weglarz says.

Michigan has more than 9,000 leaking USTs at approximately 7,500 sites, ranking it third behind Florida and California. New leaks at industrial sites and gas stations are being discovered as fast as the existing ones are fixed, a recent Associated Press report noted, leaving drinking water and rivers at risk from fuel and other pollutants.

The federal stimulus program is pumping \$200 million into the leaking tank cleanup program nationwide. Michigan's share, approximately \$7.2 million, will help clean up a few sites. In total, Michigan plans to spend an additional \$20 million on its UST tank cleanup program this fiscal year.

State officials estimate it will cost at least \$1 billion more—about \$175 million annually for about a decade—to remediate all of the sites. The leaking tanks are in every Michigan county, leaking gasoline, kerosene, used oil, or diesel fuel into the soil. UST clean up is often complicated because many sites are abandoned, leaving no one clearly responsible to help pay for the necessary work.

Hopes Dim for Ohio Fuel-Quality Testing

Ohio Senate Republicans stripped from the House-passed version of the new two-year state budget a provision that would have allowed the Ohio Department of Agriculture to develop a new statewide fuel-testing program. Hopes of resurrecting the plan were further diminished when Gov. Ted Strickland proposed, as part of his plan to fill a \$3.2 billion budget shortfall, taking away the \$1.2 million in federal stimulus money that Agriculture would have used to set up and run the program.

Some legislators, with support from county auditors, pushed for a statewide testing program in 2006. In 2007, a provision was added to the transportation budget authorizing the start of a program. Currently, county auditors can only test whether gas pumps are dispensing the proper amount of fuel.

AFPD worried that once one-time federal stimulus money ran out, store owners would be forced to pay for the tests. AFPD wanted assurances that future testing would not become a financial burden on the retailer.

State officials estimate it will cost at least \$1 billion more—about \$175 million annually for about a decade—to remediate all of the sites.

Customer Attraction and Retention

Last month I asked if you were "the last of the old...or, the first of the new?"

Continuing on that topic, I submit that we update the old HASP acronym (Hours, Appearance, Service, Price) and add the five Ps of marketing to our repertoire: People, Placement, Products, Price, and Promotion. This is a new paradigm that you need to consider implementing to survive and grow in these challenging economic times.

The first thing a customer sees is the cleanliness of your facility – the landscaping, the rest room, the counters, and the employees. Each one of these factors attracts, retains, or "turns off" the customer.

Get your employees involved in the process you are trying to implement. Often, we get upset with employees' lack of focus, but have we outlined complete instructions and objectives regarding a project and provided the necessary tools and equipment for them to complete the task? Communicate with your employees and listen to their suggestions to obtain better performance from them.

Statistics show that service is the top reason customers return to a store—not convenience alone. This means that every person in your organization must focus on giving the customer what he or she wants every time they visit.



Daily cleaning must be a part of each employee's day, and written schedules will be the tool needed to support that function. A checklist is very handy in accomplishing the goals in this area because the employee can see exactly what tasks are expected of him/her.

Hiring the right employees and training them properly is a step toward customer satisfaction. High

turnover is costly and undermines employee morale. Low turnover will result in a more stable business, which leads to better profits. It is your responsibility to teach your staff

everything they must know to succeed, and that takes time, attention, and follow-up. Be as quick to give a

compliment on a job well done as you are to criticize for failure to perform. Employees need parameters to function efficiently.

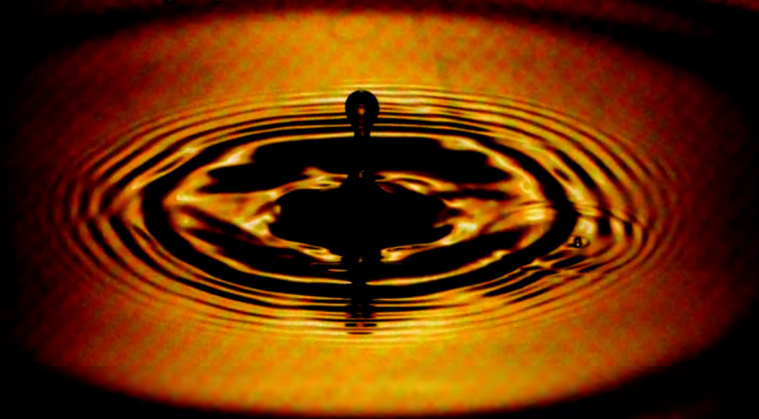
Encourage your employees to be a part of your business by having them shop the competition on a regular basis and learn what works well and what doesn't. Encourage employees to ask customers what items they would like added to your offerings. Remember, dissatisfied customers will almost never tell you they have a problem; they just won't return.

And don't forget: keep pressing to be "the first of the new!"

It is your responsibility to teach your staff everything they must know to succeed, and that takes time, attention, and follow-up.

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What will bring Consumers into your Store this Holiday Season?

By Carla Kalogeridis

With the intense pressure to make the most of the holiday shopping season this year, retailers are starting early with their planning for festive food and drink products and special promotions.

AFPD members have a unique opportunity to get a head start on holiday inventory planning by attending two upcoming AFPD shows: (1) the West Michigan Food, Beverage & Petroleum Show, September 9, 2009, at the DeVos Place, Grand Rapids, Michigan, and (2) the Southeast Michigan Holiday Food & Beverage Show, September 22-23, 2009, at Rock Financial Showplace in Novi, Mich.

What will be the hot new food and beverage items this holiday season? "Anything that's easy to prepare, user-friendly, and appeals to the value-conscious consumer," says Ernesto Ostheimer, director of sales & marketing of the wholesale division for Sherwood Foods, an exhibitor at the Southeast Michigan show.

Ostheimer says that although Sherwood Foods hasn't finalized what it will be exhibiting, he is certain that Sherwood and other suppliers will be offering show-only deals to AFPD members. "Customers will also have the opportunity to learn about new and current products, and Sherwood will have several new offerings debuting at this AFPD show," he adds.

With retailers struggling to meet annual sales goals, the stakes couldn't be higher. The AFPD shows will help retailers create a plan of attack for the holiday season, including a focus on new products that will get consumers looking forward to Thanksgiving and Christmas and forgetting about their battered 401(k) plans.

Although consumer confidence—a measure of people's attitudes about the current and future state of the economy and their own financial situa-

With so much riding on this year's holiday sales, retailers are wise to start planning early.

tions—has been pretty dismal for the last 18 months or so, the food and beverage sector may be the brightest star in the holiday picture. On the

other hand, because the holiday season brings in much (often most) of a grocer's annual profits, this holiday season will be a make-or-break one for many small independent retailers—especially in Michigan where many businesses were struggling long before the national economic slide began.

A Holiday Season of Eating In

Given the economic outlook, cost-conscious consumers are reassessing how to allocate their dollars -- and not surprisingly, eating in is making gains. A recent study by the NPD Group, a market research firm, found that 42 percent of adults said they were preparing or cooking meals at home more often this year than they were last year.

"The 2008 recession, widespread heavy discounting and adverse pre-holiday weather all coalesced to produce the weakest holiday season since at least 1970," noted Michael P. Niemira, ICSC's chief economist and director of research. Simply put, retailers must prepare well ahead of time to make sure there's not a repeat performance in 2009. "With today's economy, it's

more important for retailers to look for the best deals possible," says Bobby Hesano, president of D&B Grocers Wholesale and a member of the AFPD

board of directors, "and the best deals are always available at the shows. Suppliers are willing to go the extra mile for the retailers that make an effort to attend the shows." In addition, Hesano points out that because of the economy

and layoffs, fewer suppliers and vendors are interfacing with retailers at the store level. "The AFPD shows are a great place to make up some of that face-to-face time," he says.

Good News from the Alcohol Beverage Business

For many consumers, alcohol is an important part of their holiday meals and parties. In fact, a recent survey of more than 1,600 professional chefs from the American Culinary Federation (ACF) ranks micro-distilled/artisan liquor, culinary cocktails, and organic wine in the top 20 culinary trends for 2009. Also high on the list of trends are craft beer, specialty beer, and organic cocktails.

"As Americans are growing more and more interested in the culinary arts and the 'foodie' movement, that interest and sophistication is also extending to alcohol and cocktails," said Dawn

Sweeney, president and CEO of ACF.

At the AFPD September shows, retailers will be able to explore trends, learn from the experts, and browse numerous beverage and alcohol brands. "American consumers have become wine smart and are always looking for great, inexpensive wines to complement their dining experience," adds Sweeney. During this economic downswing, retailers will have to find innovative ways to keep costs in line by purchasing great wines and beverages at the right price point.

Show Benefits

With the challenges of the times, the AFPD shows are a great opportunity for members to explore ideas with vendors and suppliers for surviving this economy, such as new ways to build sales and manage costs.

"There's a real need for retailers to offer better value to today's consumer with not only lower prices, but also higher quality food and service," says Jane Shallal, AFPD president and CEO. "The special show-only deals at our two September events will give them a leg-up in achieving that." No matter how much you are prepared to drop your prices, retailers need to be prepared with the right merchandise that consumers are seeking. "You'll find hints on how to do that at the AFPD September shows," she adds.

"Michigan retailers will make the very best of whatever the holiday season turns out to be," believes Auday P. Arabo, AFPD's COO. "But why not give yourself a fighting chance by taking advantage of the best prices of the season on the trendiest products at one of the AFPD holiday shows?"

For more information on exhibiting or attending the AFPD September shows, contact Auday Arabo at AFPD, tel. (800) 666-6233.

Carla Kalogeridis is editor of the AFPD Food & Petroleum Report.



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Curbing Illegal Alcohol Purchases

How are we doing when it comes to preventing underage drinking?

By Jane Shallal

Designing the vertical driver's license for those under the age of 21 was instituted in an attempt to reduce the number of young people illegally purchasing alcohol. Despite these efforts, those under 21 continue to purchase alcohol from restaurants, bars, and stores.

To curb these illegal sales, the Michigan Liquor Control Commission (MLCC) and local law enforcement agencies conduct over 2,500 controlled buys each year. Similar controlled buys are conducted in Ohio each year. A controlled buy is a sting operation in which 19-year-olds are hired to enter a restaurant or store and attempt to buy alcohol. Prior to the vertical driver's license program, 3,000 controlled buy operations revealed that on average, store clerks and wait staff sold to minors 29 percent of the time. In the majority of those cases, 81 percent the clerks asked for identification from the minor, looked at the card, and then sold the minor alcohol.

To be fair, the Vertical Identification Program has been helping to reduce the number of minors purchasing alcohol, tobacco, and other age-restricted products. The number of illegal sales to a minor has fallen to 16 percent; however, sales to those who display the vertical license continue. During last year alone, 84 percent of stings resulted in no violations, while 16 percent of stops resulted in a violation. Of those that resulted in violations, records show that 56 percent of sellers looked at the minor's vertical license ID and still sold alcohol to the minor.

The vertical format design provides an instant visual cue for retailers and their employees to differentiate them from the horizontal licenses used by people 21 and older. Very little reading is required to be alerted to the age of the minor. Retailers are urged to train and re-train their clerks and wait staff to be alert to the purpose and meaning behind vertical licenses, keep an eye out for their display when a minor seeks to purchase alcohol, and to refuse such sales.

Jane Shallal is president and CEO of AFPD.

Michigan Enhanced Driver's License

The Michigan Secretary of State has recently begun issuing the enhanced driver's licenses for Michigan drivers. Beginning June 1, travelers returning to the U.S. by land or sea from Canada, Mexico, Bermuda, or the Caribbean must have a passport, passport card, or other federally approved document to enter the country. This requirement is part of the Western Hemisphere Travel Initiative (WHTI), which was enacted to heighten border security.

Enhanced driver's licenses are a convenient way to comply with WHTI, and they provide Michigan residents with a cost-effective and convenient document that meets driving, identification, and border-crossing. Any Michigan resident who is a U.S. citizen may apply for an enhanced license or ID card from the Secretary of State. They are excellent options to the standard license and ID, especially for the thousands of travelers and commercial drivers that cross the U.S.-Canadian border daily.

Under 21 - Vertical License (Traditional and Enhanced)



Traditional under 21



Enhanced under 21

Age 21 and over Driver License (Traditional and Enhanced)



Traditional Age 21 and over



Enhanced Age 21 and over

Ohio Driver Licenses



Under 21 years of age license



Age 21 and over licenses



Michigan Stimulus Announcement

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U.S. House Approves Costly Climate Bill

AFPD believes the Climate Change Cap and Trade Bill would put the petroleum industry at a significant disadvantage under future regulations.

The U.S. House of Representatives narrowly approved the American Clean Energy and Security Act (H.R. 2454) by a vote of 217-212. This legislation, commonly referred to as the Climate Change Cap and Trade Bill, is a major priority for President Obama and House Speaker Nancy Pelosi and now proceeds to the Senate where alternative legislation is being crafted. In the vote, 44 Democrats voted against the bill, while eight Republicans voted for it.

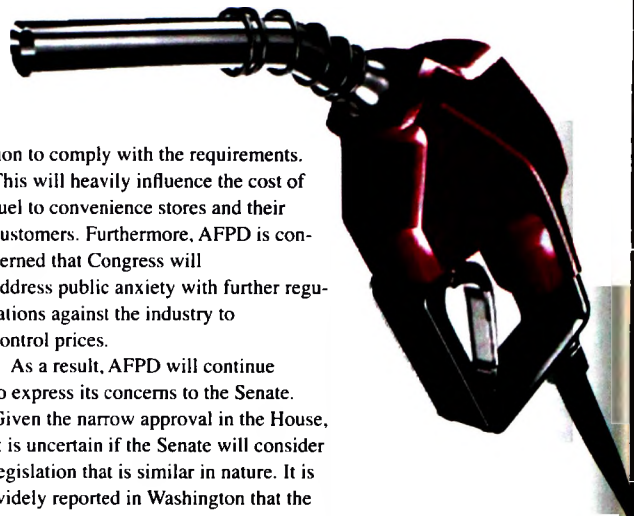
AFPD feels this bill would put the petroleum industry at a significant disadvantage under future regulations. This challenge stems from the bill's

allocations of emissions allowances to various industries. In a clear attempt to wean the nation off crude oil-based products, the bill provides the oil and gas industry with a minimum number of emission allowances, far below the amount necessary for the industry to reach compliance without exceptional cost. Meanwhile, other industries such as coal, received significant allowances in exchange for the political support of certain members of Congress.

AFPD is extremely concerned that Congress will impose a regulatory scheme on the petroleum industry that will increase the cost of refining and force refiners to reduce produc-

tion to comply with the requirements. This will heavily influence the cost of fuel to convenience stores and their customers. Furthermore, AFPD is concerned that Congress will address public anxiety with further regulations against the industry to control prices.

As a result, AFPD will continue to express its concerns to the Senate. Given the narrow approval in the House, it is uncertain if the Senate will consider legislation that is similar in nature. It is widely reported in Washington that the Senate will not proceed to climate legislation until this fall, after conclusion of appropriations and healthcare reform.



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WEST MICHIGAN FOOD, BEVERAGE & PETROLEUM SHOW



WEDNESDAY, SEPTEMBER 9, 2009

at the DeVos Place, Grand Rapids

Show Hours:

Wed., Sept. 9, 2009 • 2-7 p.m.
DeVos Place, Grand Rapids, MI
303 Monroe Avenue NW

Admission Ticket Required.
\$10 for Non-AFPD Members.

Call AFPD for more information at: 1-800-666-6233

Lottery Game Show Airs this October



M. Scott BOWEN
Michigan Lottery Commissioner

Remember the Michigan Lottery's television shows, which featured opportunities for contestants to win big money. Well, this fall the Lottery will broadcast a game show event

in which more than \$4 million and a new car will be given away! Be sure to remind your players there is still time to enter the second-chance drawings that are eligible for a chance at the show: Dream Cruise; \$1,000,000 Sweepstakes; Instant Replay; and \$20 Instant Games \$2,000,000 drawing.

Dream Cruise

Along with top prizes of \$25,000 and 12 chances to win on a single ticket,

there is also a second chance contest to award a brand new, Michigan-made, 2010 Ford Mustang. Three non-winning Dream Cruise instant tickets count as one entry. Entries can be submitted through the mail using the address on the back of each ticket or online at the Lottery's VIP Club, www.playercity.net. Players may enter their tickets until August 19, and on August 26 the Lottery will select three finalists to participate in the grand prize drawing in which one of the finalists will be awarded the 2010 Mustang.

\$1,000,000 Sweepstakes

Three tickets--Instant Million, Instant 200 Grand, and Instant 20 Grand--comprise this second chance drawing. Players can enter any combination of these non-winning tickets totaling \$20 online at www.playercity.net for a second chance to win \$1,000,000. Three lucky people have already been selected as finalists

95 cents of every dollar spent on Lottery tickets is returned to the state in the form of contributions to the state School Aid Fund, prizes to players and commissions to retailers. In fiscal year 2008, the contribution to schools was \$740.7 million. Since its inception in 1972, the Lottery has contributed more than \$15 billion to education in Michigan. For additional information, please visit the Lottery's website at www.michigan.gov/lottery.



for the grand prize drawing and two more will be selected on August 5 and August 19. The five finalists will each receive a \$10,000 prize, and one person will walk away from the TV show with \$1,000,000!

Instant Replay

Instant Replay launched in January 2009 and is immensely popular with players. So far, more than 2 million entries have been received. To enter the Instant Replay drawing and a shot at winning \$1,000,000, players must submit \$10 worth of non-winning, eligible tickets at www.playercity.net. Players may enter as many times as they want, but be sure to remind your customers to hang on to the tickets they enter. If they are selected as a finalist, they will have to produce the ticket(s) which comprised the selected entry. For rules and eligible games, please refer your players to the Player City Web site.

\$2,000,000 Drawing

The biggest prize given away on the game show will be the \$20 Instant Game \$2,000,000 drawing. If a player wins \$1,000 on Casino Fortune, Multi Millions, Casino Royale, \$2,000 Diamond Dazzler, Lucky Game Book, or \$2,000,000 Club, he or she will be automatically entered into a grand prize finalist drawing for a spot in the \$2,000,000 drawing.

Lucky 7s Raffle

Due to the immense popularity of

the Lucky 7s Raffle, the Lottery has brought it back for a repeat performance. The ticket, which went on sale July 6, costs \$10 and features more than \$5 million in prizes. One million seven-digit tickets beginning with 0000001 are being issued in numerical order as sales occur across the state. When ticket number 1,000,000 is purchased, sales will close.

The drawing will be conducted on or after September 16, depending on ticket sales. At that time, 19,820 winning tickets will be selected. Feature prizes include two top cash prizes worth \$700,000 each, 18 cash prizes worth \$70,000 each, 1,800 cash prizes worth \$700 each, and 18,000 prizes worth \$70 each. Tickets are available at all Lottery retailers, including Club Keno locations.

Classic Lotto 47

Congratulations to Holiday #203 in Newberry for selling the winning Classic Lotto 47 ticket worth \$12.7 million on July 1.

New Instant Tickets

Instant tickets arriving in August include Wild Time Mania for \$5, Lots of \$50s for \$1, Whole Lotta Wild Time for \$1, \$2,000,000 Club for \$20, Triple Tripler for \$1, Bingo Doubler for \$2, Multi-Prize Bingo for \$5, and Big Money Multiplier for \$5. The release date for these tickets is subject to change.

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Is Fresh Food the Answer?

C-stores in Michigan and Ohio have seen good results by adding mini-restaurants and/or catering to their offerings.

By Julie Sturgeon

As Jim Mandas found the price of fuel becoming more competitive this decade, he struck out to find additional income streams at his Broadway Market and Café location. In addition to a touchless car wash, he added a Subway unit to his location in Columbus, Ohio.

That's because while the gross profit for gas hangs in the 2 to 3 percent range, sandwiches pull in 15 to 20 percent profit margins. "Obviously, the food end is very vital to the industry," Mandas says. "If you want to be very successful, you have to put the total package together: a large convenience store along with a fast food entity and gas station." So far, the 800-square foot restaurant has shown enough muscle to turn between \$500,000 and \$600,000 annually in sales.

It's the same story in Lyndhurst, Ohio, where the Subway at Paul Elhindi's Valero station has turned the location into a destination spot since its roll-out in 1997. Elhindi is now considered a master franchisee with the chain and recently opened his fifth restaurant unit.

This is all old news to Harry Balzer, vice president of NPD Group, a market research firm. He considered it a trend in the mid-1980s and early '90s, but says the momentum dwindled and is only seen in pockets of the country today. Whether that was because larger chains like A.M./P.M. established their own restaurants or the economics didn't work out, he can't say. "But people look at food to supplement a lot of businesses from alcohol to tobacco, and it's



not always the answer," he notes. Most dining experiences end up as a beverage stop more than a food order in his experience.

That could change soon.

It certainly flies in the face of what made sense to Ronnie Jamil, who added a restaurant and catering to his 28-year-old Mug and Jug Fine Wines and Liquor Shop business in Farmington Hills, Michigan. His start-up numbers showed it required the same capital to do high volume as a lower one, so Jamil eschewed a deli concept and went for a full-blown menu. "If you're not going to do it big, don't play,"

he says. "Even without high volume, I needed to add eight more employees to run a restaurant. Labor costs are the same, so I might as well try to appeal to high volume."

Elhindi has seen foot traffic double since he brought in Subway, although Mandas says the c-store/fuel side of the house brings in as many as six customers for every one of the restaurant's diners at Broadway. "Subway is geared more to the lunch crowd, between 11 and 2 and again from 5 to 7. The convenience store draws around the clock," Mandas explains.

He felt the best business move would be to rent out the space to a franchise and work out a partnership to feed off each other. Mandas' lease stipulates that he receives 6 percent of the restaurant's gross sales.

Julie Sturgeon is a contributing writer to AFPD Food & Petroleum Report.

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INDEPENDENT GROCERS SURVEY

Margins Increase, Footage Decreases

The National Grocers Association (NGA) and FMS Solutions released their 2009 Independent Grocers Survey, a financial and operational review of the independent retail grocery industry. This year's survey showed retailers have improved their gross margins and their bottom lines, including a positive 4.31 percent increase in same store sales over last year, prior to adjustments for CPI Food at Home.

Additional highlights include:

- Respondents turned higher net profit before taxes than the three previous years.
- Store margins had a solid increase, reporting 26.94 percent in 2008 versus 25.55 percent in 2007.
- The average square footage decreased from last year's respondents from 28,617 to 25,469.
- Total inventory in the store increased to \$658,454, bringing

the total inventory per square foot to an even \$13.00. This is a \$3.35 increase per square foot with this year's respondents. Of the total square footage in respondent's stores 84.4 percent of the space is actually selling square footage, up dramatically from last year's 76.5 percent.

The survey looks at a number of different topics including the "Top 7" issues rated by NGA members: health care reform; energy costs; economic stimulus plan; supercenter legislation; (permanent repeal) death tax; immigration reform; and international policies.

The survey also showed that:

- Overall respondents are expecting an 11.18 percent increase this year.
- Respondents overwhelmingly (85.3 percent) said that the current administration will implement

change that will negatively affect the employer's bottom line.

- This year's respondents reported an average cost of health care of \$6,581.23 per employee.

The 2009 Independent Grocers Survey provides independent grocers with a look at their own community and how their fellow business owners are fairing in the current competitive and economic conditions. The study provides departmental margin breakdowns and economic data relevant to the industry. The results are based on a survey that was sent to the independent retailer community—retailers of all sizes and formats participated in the survey.

Robert Graybill, president of FMS, commented, "This survey truly reinforces the fact that independents are tough operators as they have managed to show improved results over the prior year in such turbulent times."

"This survey truly reinforces the fact that independents are tough operators as they have managed to show improved results over the prior year in such turbulent times."

**—Robert Graybill
FMS President**

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Edy's Ice Cream products are owned by Société des Produits Nestlé S.A., Vevey, Switzerland.

Produce for Better Health Foundation (PBH) has begun a dialog with the fruit and vegetable industry about the development of a National Fruit and Vegetable Research and Promotion Board. The objective of a National Fruit and Vegetable Research and Promotion Board is to increase U.S. consumption of all forms of fruits and vegetables for better health through a comprehensive health marketing, communications, and education effort.

Bill Would Reduce Taxes for Small Businesses

Grassley says the White House sees small-business owners "as a cash cow" for other priorities and wants to raise their taxes. "If we raise taxes on the one segment of the economy that creates the majority of new jobs, we'll be in even worse economic shape than we are now," he said.

The board would be funded by a total of \$30 million collected from first handlers. This amount would be collected via a 0.046 percent assessment (less than 1/20 of one percent) on the free-on-board (FOB) mar-



PBH is actively seeking feedback from the fruit and will continue to

bcbsm.com/myblue

To sign up today or for more information regarding benefits and rates on MyBlue plans, contact the Associated Food & Petroleum Dealers at 248-671-9600.

Blue Cross Blue Shield of Michigan is a nonprofit corporation and independent licensee of the Blue Cross and Blue Shield Association

Tips for Dealing with New WIC Changes

The following guidelines can help grocers sort through the WIC program changes, which include Cash Value Checks (CVCs) that take effect this fall. The CVC will allow for the purchase of fresh fruits and vegetables with a separate Cash Value Check.

1) Determine what the volume of CVC distribution will be for the first four months of the implementation. Most WIC programs issue up to three months' worth of checks at a time to a participant to allow for staggered participant flow through clinics. This means that not all WIC participants in the program will have CVCs on the first month of implementation, but all participants should have CVCs by the fourth month. The implication to the grocer is that it will receive a lower amount of CVCs during the first months of implementation and will need a lower quantity of fruits and vegetables.

2) Be proactive. For the first few months of the implementation have additional staff in the produce section to help WIC participants and encourage them to weigh their produce before checkout. Additional strategies for grocers include the permanent display of "WIC Approved" signs and easy access to produce scales.

3) Prepare for stocking requirements in the produce section. Variety will be necessary with both fruits and vegetables. Work with your WIC vendor management staff to determine stocking requirements for your store, based on your current WIC participant flow and the required variety of fruits and vegetables.

4) Maintain dialogue with your WIC vendor manager. Since state WIC programs have control over the details of the implementation of these changes, there are many specifics that will affect the grocer that can only be communicated by the local WIC program.

(source: Brenda Berry, Progressive Grocer)

Fresh Fruits and Vegetables

Any variety of fresh whole or cut fruit or vegetable without added sweetener or fat is acceptable, except the following:

- No party trays with dip, dressing or other added food items
- No fruit baskets
- No fruit & nut mixtures
- No fruit or vegetables from salad bars
- No potatoes except sweet potatoes and yams
- No herbs, spices, edible blossoms or flowers (broccoli, cauliflower, artichoke are allowed)
- No ornamental or decorative fruits such as chili peppers or garlic on a string, gourds or painted pumpkins

Processing a WIC EBT Transaction

In the WIC EBT process, the sale of fresh fruits and vegetables for WIC clients will be based on the dollar amount of fresh fruits and vegetables being sold (known as Cash Value Benefits). WIC eligible clients will be issued a dollar amount each month on their WIC Bridge Card to be used only for purchasing authorized fresh fruits and vegetables. The procedures you will use to sell fresh fruits and vegetables using your existing EBT POS device were sent to you by ACS in mid-July.

Minimum Stock Requirements

You will be required to carry at least \$25.00 retail or 10 pounds of authorized



fresh fruits and vegetables at all times. You may select which requirement you will meet. If you only choose to meet the requirement of 10 pounds of fresh fruits and vegetables, you must have a weight scale available in your store. Estimating the weight of your fresh fruits and vegetables is not acceptable. Consider pricing your items so that it is easy for WIC clients to determine the dollar value of their purchase.

Exchanges and Refunds

The current policy states that the refunding of any food items purchased using WIC benefits is strictly prohibited. This policy will also apply to fresh fruits and vegetables. Exchange will only be allowed if the original purchase included expired or spoiled fruits or vegetables. During the exchange, WIC clients should obtain the same items as originally intended. However, if that specific item is not available, they may select another WIC-approved fresh fruit or vegetable in exchange for the spoiled/expired items.

Also, there should be no cash or EBT involved with an exchange. The dollar amount spent during the original transaction should be the identical dollar amount obtained by the WIC client in the exchange. The issuance of credit or rain checks is prohibited. The exchange should occur as if the original transaction was successful and no exchange was needed.

— W I C A L E R T —

Important Changes in WIC Approved Foods

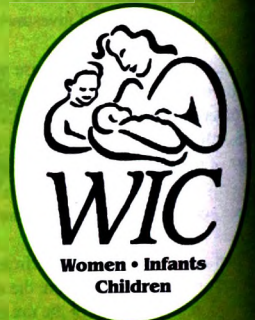
In accordance with upcoming changes in USDA regulations, the Michigan WIC Program will be changing the list of authorized foods. Effective August 1, 2009, the following foods will be added to the WIC approved foods list:

- Fresh fruits and vegetables
- 4 oz jars of infant fruits and vegetables
- 2.5 oz jars infant meats
- Whole grain bread/tortillas in 16 oz packages
- 64 oz bottles of juice
- 15-16 oz canned beans/peas

Additionally, the minimum inventory requirements will be changing to include some of the above foods. There will be other changes in the minimum inventory requirements as well.

Retailers were notified of the specific detailed changes in these requirements, as well as any other changes in WIC transaction procedures by certified mail in June.

"Retailers should begin planning now for shelf space and merchandising needs," says Mike Perrelli, coordinator, WIC Vendor Relations Unit.



NEW MICHIGAN WIC PROGRAM REQUIREMENTS

Only those items listed on the most recent WIC Photo Food Card will be counted toward the mandatory minimum stock requirements listed below.

Review the Photo Food Card to determine the specific WIC authorized brands, types and sizes.

A WIC VENDOR MUST HAVE, AT A MINIMUM, THE FOLLOWING FOOD ITEMS IN STOCK AT ALL TIMES:

CATEGORY	TYPE OR BRAND	QUANTITY
INFANT FORMULA	CONCENTRATE: 13 oz can concentrate Enfamil LIPIIL with Iron. POWDER: 12.9 oz can powder Enfamil LIPIIL with Iron OR 12 oz can powder Gentlease LIPIIL.	12 Cans Concentrate AND 12 Cans Powder
INFANT FRUIT	4.0 oz jar Infant Baby Food (fruit) – Must be Bechnut, Gerber or Natures Goodness. Single-fruit only (example: Peaches with Tapioca is not allowed) – See Photo Food Card	36 Jars
INFANT VEGETABLES	4.0 oz jar Infant Baby Food (vegetables) – Must be Bechnut, Gerber or Natures Goodness. Single-vegetable only (example: Peas and Carrots in one jar is not allowed) – See Photo Food Card	36 Jars
INFANT CEREAL	8 oz box or carton, dry infant cereal w/o fruit. Must be Beechnut, Gerber or Natures Goodness	6 Boxes
FRESH FRUITS AND VEGETABLES	Any combination of fresh fruits and vegetables. Must carry at least 2 varieties of Fruits and 2 varieties of Vegetables. -Minimum requirement is measured as the total amount of all fresh fruits and vegetables on hand -Varieties of fruit within the same family count as one type (example: white grapes and red grapes both count only as grapes. Apple varieties all count only as apples) -Not Authorized: No white potatoes. No fruit baskets, party trays or vegetable trays. No salad bar purchases.	\$25 Retail Value OR 10 Pounds Vendors that prefer to meet only the 10 pound requirement must make equipment available to weigh fruits and vegetables.
MILK	Any brand of Whole, Reduced Fat (2%), Low Fat (1/2%, 1%) or Fat Free (skim). Not Authorized: No flavored milk, glass bottles, organic milk, Vitamite, Guernsey, or value added milk.	4 Gallons Whole Milk AND 5 Gallons Reduced Fat, Low Fat or Fat Free Milk
CHEESE	Any brand U.S. made real cheese. Must be pre-packaged in 8 or 16 oz sizes only. No other sizes allowed. Must be labeled with type of cheese, weight and price. See Photo Food Card for approved types/flavors. NOT ALLOWED: NO SLICED CHEESE EXCEPT AMERICAN. NO INDIVIDUALLY WRAPPED AMERICAN SLICES. No individually wrapped string cheese. No cheese foods, products, whips or spreads. No organic, smoked, shredded, grated or cubed, crumble, or shapes cheese. No Farmers Cheese or Cracker Bakers. No added meats, peppers, seeds, etc.	5 Pounds
EGGS	Any brand small, medium or large white eggs only. Grade A or AA.	5 Dozen
CEREAL	At least 6 brands in 11 oz boxes or larger only. At least 3 of the 6 brands must be whole grain. See Photo Food Card for list of WIC approved brands of cereal including those that are whole grain.	12 Boxes
BREAD	Any combination of 16 oz loaves of whole grain bread and/or 16 oz packages of tortillas. See Photo Food Card for list of WIC approved brands of bread and tortillas.	6 Loaves and/or Pkgs.
JUICE	At least 2 flavors in 64 oz bottles AND 2 flavors in 46 oz bottles or 11.5-12 oz concentrate. See Photo Food Card for list of approved brands, flavors and sizes.	10 bottles 64 oz AND 5 bottles 46 oz or 11.5-12 oz conc
PEANUT BUTTER	Any brand or type (smooth, crunchy, extra crunchy) 18 oz jar only.	

Vendors are strongly encouraged to stock as many varieties of WIC approved foods as possible. The following items must be made available upon request: Infant meat (single meat only), tuna, 15-16 oz canned beans, dry peas or beans, lactose reduced milk, evaporated milk, non-fat dry milk.
CH-0208 Rev 4/09

Safe KEEPING

Protect Your Safety Plan from Shrinking Budgets

Each of us is faced with shrinking budgets and a greater demand on our existing resources. As you face your 2009 challenges, don't be short-sighted and eliminate your safety program.

Controlling workers' compensation costs requires continued effort. If you don't continue your commitment to your safety program, you may pay a much greater price in employee injuries this year and potentially increased workers compensation premiums next year.

It is possible to maintain your safety program during a tight market—it just takes energy and creativity. Here are a few key points to keep in mind as you create your insurance plans.

- 1. Identify and tackle the drivers of workers' comp costs.** The number and frequency of claims and the cost of those claims once they occur impact your costs. It is critical to focus your efforts on reducing the frequency of incidents and minimizing the costs if an incident occurs.
- 2. Establish the right culture.** Be sure your culture says "we care" about our associates. Ensure your injured employees receive proper medical care, and work with each employee to return him or her back to work as quickly as possible. It is also important to let your employees know that you will not tolerate abuse of the system.
- 3. Select new hires carefully.** Be sure to obtain an accurate work history and follow-up on reference checks. It is also a good idea to have a job description and physical requirements for each job.
- 4. Commit to safety.** Complying with OSHA regulations is the minimum expectation. You should make safety a company core value. It is best to have an effective, thorough safety program (for AFPD members in Ohio, model your plan after the Ohio BWC 10-step business plan) including management commitment, employee involvement, and holding all staff accountable to all company safety standards.
- 5. Train and educate.** Train managers, supervisors and associates on the safety procedures and how to conduct their work safely. Implement weekly tool box talks to keep safety top of mind. Be sure to document each training program.
- 6. Work closely with your insurance representative.** Be sure you have procedures so that injured workers go only to pre-qualified medical specialists that are familiar with your return to work and restricted work / transitional work programs. Report all injuries within 24 hours and make sure your medical providers and third-party administrator follow up in a timely manner. Review your claims, analyze your loss history, and devise strategies for minimizing costs on a regular basis.
- 7. Enlist help from your safety and workers' comp partners.** Your Ohio Frank Gates representative and safety partners at Safex, Inc. are available to advise and guide you to help you reduce your costs.

Contact Frank Gates at (800) 777-4283 for further information.

Update on Change in EBT Payment Schedule

Please note that important changes regarding when food benefits are issued have been ongoing due to the new BRIDGES System implemented by the Department of Human Services (DHS). Throughout this year, DHS is converting to a new computer system and scheduled changes vary by county.

Benefits will now be received based on a newly issued unique recipient's identification number and not case numbers. The date benefits are issued depends on the last digit of a recipient's unique identification number. For example, under the old system, case numbers ending in 0 and 1 were paid on the first day of the month. Under the new BRIDGES system, cases ending in 0 and 1 will be paid on the 3rd of the month. Please review the BRIDGES schedule below to see how benefits will be paid. All counties are due to be converted to the new schedule by September 2009.

AFPD continues to work with DHS to expand the number of days that food stamp benefits are being issued. AFPD continues to push for a change in distribution throughout the entire month instead of eight or nine days. Meetings concerning this important issue will continue immediately after full conversion to the BRIDGES System in September. If you have any questions, please feel free to contact Jane Shallal, president and CEO of AFPD.



Food Benefits for Non-Bridges Clients (OLD SYSTEM)

Non-Bridges Electronic Benefit Transfer Schedule Food Assistance Program (FAP) Benefit Access Dates

Last Digit in Case Number ends with:	Food Benefits are available on this day of each month:
0	1st
1	1st
2	2nd
3	3rd
4	4th
5	5th
6	6th
7	7th
8	8th

Food Benefits for Bridges Clients (NEW SYSTEM)

Bridges Clients Electronic Benefit Transfer Schedule Food Assistance Program (FAP) Benefit Access Dates

Last Digit in Recipient ID ends with:	Food Benefits are available on this day each month:
0-1	3rd
2	4th
3	5th
4	6th
5	7th
6	8th
7	9th
8-9	10th

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Notice to Ohio AFPD Members Using Weight or Measuring Devices

Avoid being cited; be sure anyone working on any dispensers or scales at your business is aware of following this law: "Should it become necessary to break any security seal, it shall be the responsibility of the owner/user of the device to contact the county auditor by phone before the seal is broken. The contractor will then obtain permission and any further compliance

instructions that must be followed."

The State of Ohio Laws and Weights and Measures Regulations require service personnel to contact the County Auditor's Office, Division of Weights and Measures, before a lead security or wire seal is cut or broken, or an adjustment, repair, or

installation of equipment is made that affects the metrological integrity of the device. The service contractor must obtain verbal or written permission before any of the above actions are performed.

It is unlawful to break a lead and wire security seal placed on a meter

and/or device. Section 1327.61 of the Ohio Revised Code states: "No person shall remove any tag, seal, or mark officially placed by a weights and measures sealer, without his/her permission." Failure to comply with Ohio Revised Code 1329.61 is punishable by law.



SBA Loans for \$35,000 Now Available

The Small Business Administration (SBA) has been accepting loans for a temporary new program called America's Recovery Capital (ARC). ARC loans



of up to \$35,000 are designed to provide a "bridge" for viable

small businesses with immediate financial hardship - to keep their doors open until they get back on track. Additionally, small businesses seeking to expand can refinance existing loans used to purchase real estate and other fixed assets as a result of permanent changes to the U.S. Small Business Administration's 504 Certified Development Company loan program.

The changes were authorized in the American Recovery and Reinvestment Act of 2009. The permanent changes will allow small businesses to restructure eligible debt to help improve their cash flow, which in turn, will enhance their viability and support growth and job creation. The 504 loan program can be used to purchase business real estate or fixed assets, such as heavy equipment or machinery, and expand current development projects. For more information on either of these programs, go to www.recovery.gov or www.sba.gov/recovery.

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How to Run a Quality Meat Department

Here's how to ensure that your store maintains a top-notch meat department through proper safety and sanitation practices.



By Dan Reeves

This article is the first in a series that deals with the importance of quality control in the retail food industry.

When customers are asked why they choose to shop where they do, one of the most important features is whether the store is neat and clean and has appealing, fresh products. Whether you have a con-

ventional supermarket, a smaller market, or a corner store, you need to make sure you are doing everything you can to keep to keep the shoppers' confidence that the food they buy is safe and wholesome.

There is probably no other retail department that can build or ruin a store's reputation faster than the meat department. The buying public will flock to a store which takes pride in its meat quality and presentation. A store which has questionable meat in the eyes of a single customer will probably lose that customer for good, as well as all of their friends and relatives, and possibly receive a visit from a Michigan Department of Agriculture inspector.

The Associated Food & Petroleum Dealers recognizes the importance of helping member stores stay compliant with the Michigan Food Code and has developed a free Quality Control Evaluation program that assures that stores are complying with food safety and sanitation regulations. These third-party assessments are conducted by a certified professional who has been trained in what retailers need to do to keep stores ready for the state inspector. (Editor's note: To schedule an evaluation, please contact AFPD's Dan Reeves at (800) 666-6233.)

Ensure Quality with Proper Processes

Running a quality meat department starts with a store owner who is responsible for ensuring the quality of the operation. He hires the meat manager and butchers. The owner needs to make sure that the

employees are following the standard operating procedures (SOPS) that will ensure the proper safety and sanitation practices of the department.

The food flow in the meat department begins with the purchase of safe and wholesome product from a reputable purveyor. Once the meat is delivered, it flows through receiving into storage. The preparation includes all the steps that occur between storage and purchase by the customer such as proper thawing, cutting, packaging, and display.

During the entire food-flow process, there is nothing more important than keeping the meat and poultry within the proper temperatures. If the product is received frozen, it must not show any signs of visible temperature abuse like ice crystals which reveal that the product has been refrozen. Refrigerated meat and poultry should be at 41°F or below. The product must be placed in a refrigerator or frozen walk-in as soon as possible.

When cutting meat or poultry, employees need to wear clean protective aprons and wear hair restraints (hair nets, ball caps) and gloves. Managers must make sure that employees wash their hands frequently (when first starting work, before putting on gloves, after finishing one job and going to the next, after using the restroom, or returning from break).

While cutting meat and poultry, make sure to avoid cross-contamination. This commonly happens when germs from raw foods are transferred to another food via contaminated hands, equipment, or cutting tools. Cutting boards are typical vehicles for cross contamination. Cross contamination also happens when raw products are stored over ready-to-eat food.

The grinding room is another area that needs good temperature control so that food does not fall into the danger zone (41°F to 135°F). Ideally this room and all walk-ins should be below the 41°F threshold.

On a daily basis, cleaning and sanitizing the meat cutting room consists of washing with a degreaser and rinsing and sanitizing the cutting boards and tables (including the frames) at the end of each shift. The entire meat room needs to be washed, rinsed, and sanitized.

The slicer, band saw, cuber, and other equipment in the meat room should be disassembled, cleaned, and sanitized after making sure all meat residues are removed. The same methods are used to clean and sanitize the meat grinder. Particular attention should be paid to cleaning the floors, walls, and drains when cleaning and sanitizing the meat cutting room. Every week, turn the cutting board over to alternate the side being used; every month, bleach the boards.

If you have good control of all of these procedures, you will have no problem passing a state conducted inspection.

Dan Reeves is executive vice president, food and beverage, for AFPD.



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New Regulations *tackle* Food Safety

The Obama Administration's new food safety agenda emphasizes prevention and protection.



The Obama Administration unveiled a broad food safety agenda July 7, pledging to recraft a national food safety system that focuses on preventing, rather than reacting, to foodborne illness outbreaks. The agenda includes a raft of new policies and longer-term proposals that aim to empower officials and strengthen food safety regulation.

The new food safety agenda is the product of President Obama's Food Safety Working Group, which was formed in March. The working group's policy priorities were accompanied by a set of key findings that emphasize prevention. "Preventing harm to consumers is our first priority," the working group wrote. "Key to this approach is setting rigorous standards for food safety and providing regulatory agencies the tools necessary to ensure that the food industry meets these standards."

The Administration announced several new standards that aim to prevent food contamination and outbreaks of foodborne illnesses. The Food and Drug Administration (FDA) finalized a regulation that will reduce the risk of salmonella contamination posed by shell eggs. The agency estimates the new regulation will prevent 79,000 illnesses and 30 deaths every year. The regulation was published July 9 and will go into effect Sept. 8.

According to the Center for Science in the Public Interest, the new rule "will require on-farm controls and expanded microbial testing to eliminate" salmonella contamination in eggs. The rule also requires producers to keep better records and to develop and implement a salmonella prevention plan.

The Obama Administration will also address salmonella contamination in poultry and turkey. The Food Safety and Inspection Service (FSIS) – the food safety arm of the U.S. Department of Agriculture (USDA) and regulator of meat products – will by year's end issue new standards to reduce the risk of salmonella.

Other standards were placed on a longer-term agenda and appear less concrete. The FDA will soon issue "commodity-specific draft guidance on preventive controls that industry can implement to reduce the risk of microbial contamination in the production and distribution of tomatoes, melons, and leafy greens," which could prevent outbreaks of *E. coli*.

However, guidance does not have the force of law the way regulation does. The Administration says mandatory standards will come later: "Over the next two years, FDA will seek public comment and work to require adoption of these approaches through regulation."

In addition, the FDA will ask the food industry to implement measures to improve product tracing. Currently, officials often cannot quickly determine the origin of a contaminated product because of supply-chain complexities or poor recordkeeping.

However, leaving the responsibility for tracing in the hands of the food industry may not yield significant improvements. Two recent foodborne illness outbreaks illuminate the complexity of tracking food through multiple handlers and facilities and detecting the point of contamination. In the summer of 2008, an outbreak of a rare strain of salmonella was initially blamed on tomatoes, prompting retailers and restaurants to pull the product; however, months later, officials identified Mexican-grown jalapeño peppers as the culprit.

At least a dozen federal agencies, implementing at least 30 different laws, have roles in overseeing the safety of the nation's food supply.

The Obama Administration also pledged to improve on-the-ground enforcement. FSIS is instructing its inspectors to more aggressively ensure "that establishments han-

dling beef are acting to reduce the presence of *E. coli*."

The Food Safety Working Group will continue to coordinate food safety issues across the federal government, and it will aim to clarify responsibilities among agencies. Although FDA and FSIS carry most of the responsibility for food safety issues, "at least a dozen federal agencies, implementing at least 30 different laws, have roles in overseeing the safety of the nation's food supply," the working group said.

If implemented as written, the Administration's plan would mend several of the major holes in the nation's food safety net while Congress works on a more comprehensive overhaul. Both the House and the Senate are considering bills that would help federal regulators better prevent and control foodborne illness outbreaks. For example, lawmakers are considering giving FDA the authority to order companies to recall contaminated food, a power the agency currently lacks. A House bill would also improve traceback mechanisms.

Source: www.OMBWatch.org

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2. **Log on.** Log on to the Liquor Ordering system from any computer at www.michigan.gov/lcc and click on Internet Ordering in the Online Services box.
3. **Place an order.** Enter liquor codes (without hyphen) and number of bot-



tles (minimum 9 liters per ADA). Any code changes will be indicated. (No need to separate by ADA) Then, click on the [REFRESH TOTALS] button to display your order with item descriptions and bottle sizes for your review. Note: If errors are present (in red), you must correct and click on [REFRESH TOTALS] until the page is error free.

Two new buttons will appear: [ADD NEW ITEMS] and [VERIFY ADA INVENTORY]. When you are sure that you are satisfied with your order, proceed to the verify step.

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5. **Confirm the order.** Press the [PLACE/CONFIRM ORDER] button to place your order for delivery. You will be prompted for your email address, up to 4 addresses. An email confirmation will be sent.
6. **Submit the order.** Click on the [SUBMIT] button and wait until you receive an order confirmation number.
7. **Need help?** Press the [HELP] button to display how to: CHANGE, ADD TO, DELETE ITEM or CANCEL/DELETE ORDER.

For questions regarding MLCC's Online Liquor Ordering, please contact Susan Broughton at Broughtons@michigan.gov or call the MLCC Help Line at 1-800-701-0513 (8:00a.m. – 5:00p.m. Mon-Fri).



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Deep Roots in Detroit

According to one area supermarket owner and AFPD member,
when you give to the community, it gives back to you.



By Patricia E. Steding

Veteran retailer Essam Sattam, current owner of three stores in the greater Detroit area, has recently made a two-million dollar investment remodeling his downtown Detroit Farmer John's grocery store after a fire last May damaged the property.

"Some people have

been telling me that I am crazy to make such a huge investment during such tough times," Sattam says. "But I am not that worried. I have a great deal of faith in the city of Detroit. When things turn around, I'll be a step ahead. My customers will always know that I made the store attractive and nice for them. My prices are low, and my products are fresh, and they will keep coming back."

Sattam explains that he tried to preserve some of the old-town feel of the original store by keeping the chandeliers and neon signs, while still remodeling the entire site inside and out to modernize it and make it more pleasant and convenient for his customers. Some of the improvements include a pharmacy, all ceramic tile floors, palm trees, a new parking lot, and additional LED neon signs.

"I try to keep things fresh," Sattam says. "The food, the look, even the smell of the store says 'fresh'."

Sattam started in the retail business back in 1980, when he purchased a party store in St. Clair Shores, Mich. He had great success after remodeling that store, and went on to become a wholesaler in 1984. In 1989, Sattam purchased Consumer's Liquor store, which he still owns. He also purchased (with two other investors) Value City Food Center, which he co-owned until 2002. Since that time, Sattam purchased Farmer John's in 2005 and the Sav-Mart Food Center in 2007.

Sattam's business approach hinges on improving his community. In addition to reinvesting in his stores, Sattam believes that his stores are successful because he maintains a small neighborhood store feel. He says many of his customers are regular patrons of his business, most of whom know him by name. He stays involved in the community by staying abreast of the latest industry developments and getting involved in community charities. In addition, Sattam does not sell liquor or tobacco at his grocery stores.

Sattam says his stores are successful not just because he continuously improves things, but because he is deeply rooted in the community he serves.

"My roots are in Detroit," says Sattam. "I give to my community, and I have faith that I will get it back."

Patricia E. Steding is a contributing writer to AFPD Food & Petroleum Report.



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FOR SALE—Michigan thumb area convenience store. Beer, wine, lottery, gas, food & property. Call (810) 387-3390 or (810) 387-0154.

LIQUOR STORE FOR SALE—Located in Muskegon (West Michigan). Busy Location. Must sell, owner moving out of state. Asking \$329,000. Serious enquiries only. Call (231) 288-0532.

FOR SALE—Self serve rotisserie chicken warmer, marinading machines, pannini maker, 5hp Hobart meat grinder, ice table, 4' cigar humidior, soup station, compressor, gas heater, blower, carts, commercial cooking pots, pans, deli trays, shelving & more! All in excellent condition, must sell. West Bloomfield, MI. Call (248) 626-2662 ask for manager.

FOR SALE—4 acre commercial lot, more available, level, vacant. Roscommon County, MI. Possible supermarket location in the center of town. \$295,000 please call (989) 389-1428.

FOR SALE—5 plus acres with 25,000 sq. ft. retail and storage building with phone, electric and natural gas. In the center of town. \$495,000 please call (989) 389-1428.

FOR SALE—Alma, MI. 14 plus acres at expressway with 6 on & off ramps. Good building site, class A road. Natural gas at the street and electric on the property. \$495,000 or best offer, please call (989) 389-1428.

FOR SALE—Price Reduced!! Bakery & pizza store since 1961. 8-door walk-in cooler. High traffic area in St. Clair Shores. Building and business included. Will consider leasing building. A must see. Call Paul Mulier at (586) 212-3138.

STATION FOR SALE—Great location (N/W Columbus, Ohio): Retail gasoline station with convenience store and auto repair. Serious and confidential inquiries only please. Call (614) 580-8505.

EPA Moves Detroit-Ann Arbor Region Out of RFG Zone

Region 5 of the U.S. Environmental Protection Agency said it will approve a request by the state of Michigan to re-designate eight counties in the Detroit-Ann Arbor area as meeting the attainment status of the Clean Air Act.

Air-monitoring data from Lenawee, Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw and Wayne, for 2006 through 2008 showed that the counties met the eight-hour ozone standard. This means the counties can sell conventional gasoline, moving the area out of the federal reformulated gasoline zone. The EPA said the proposal will soon be published in the Federal Register, and the public will then have 30 days to comment.

Based on amendments in 1990, parts of the country

that fail in meeting the Clean Air Act are considered non-attainment and can only sell a reformulated gasoline which has been approved by the EPA. "The ruling (re-designation) is important because this area of Southern Michigan outlined will no longer need to endure the twice-yearly, seasonal, changeover from 9.0 pound RFG gasoline to 7.0 pound RVP (Reformulated) gasoline and vis versa as the seasons change," explains Ed Wegman, vice president of AFPD. "This will eliminate one expense that the refiners can use for ratcheting up gasoline prices in May of each year. It should help stabilize gasoline prices and allow greater availability of product across the state of Michigan."

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and let him know you are an AFPD Member Or FAX him your
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Members with Questions Call: Auday Arabo at the AFPD Office at 1-800-666-6233!



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