

AFPD

# Bottom Line

OCIATED FOOD & PETROLEUM DEALERS Working to Improve Your Bottom Line VOL. 21, NO.6 JUNE 2010



—Big Changes  
Coming in MI Food  
Assistance Payments

—AFPD Helps Launch  
Green Grocer Project





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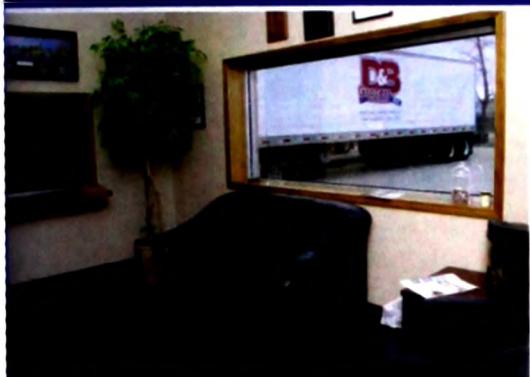
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**Auday  
ARABO**  
AFPD Chief Operating Officer

## COO's Message

# Food Assistance Payments Program Change for the State of Michigan

In 2006, the 25-member Michigan Food Policy Council (MFPC) and its partners recommended a change in the distribution of Supplemental Nutrition Assistance, formerly known as food stamps. This recommendation would expand these once-a-month assistance payments over a greater number of days each calendar month.

This is a major change that will result in more consistency for food retailers and suppliers. It also stands to have a long-term positive effect on food availability for the 1.4 million Michigan residents who currently rely on food assistance to provide for their families and make ends meet. This EBT benefit change is necessary for Michigan, so that our residents can continue to have healthy food choices available to them throughout the month, and so that our agriculture and food retail partners can consistently supply products and employ staff.

The Michigan Department of Human Services will be implementing a variation of the MFPC's recommendation on September 1, 2010! The current distribution schedule will be extended from a 7-day period to a 19-day period. As you know, food assistance payments are distributed by groups based on their case number. The implementation of this major change will take place over an 11-month period to minimize the impact of hunger from the extension of benefit days to 19 days. Each month, beginning in September, one different recipient group will be pushed back one day. This way only one group per month will be

affected. After every group goes through the process, 11 months from now, the distribution of food assistance payments will be over a 19-day period.

Some of you may be aware of other dates and talks that had previously taken place, but this new plan is the best way we can ensure that vulnerable children, adults, and families will not be placed in harm's way from the payment changes. This is why we agreed that rolling the expansion out over a number of months would be a much more responsible manner for achieving our goals.

Under this new plan, no recipient's benefits will be delayed by more than one day each month. Please be prepared to welcome future communications from the State of Michigan, which we urge you to share with your customers. With proper notification, we are hopeful that food assistance customers will stretch their food dollars by one day each month throughout the roll-out period. If, however, some food assistance recipients experience a food emergency, the food banks or other community partners would only have to assist for a day or two, putting much less of a strain on their already stretched resources. We strongly encourage you to donate to your local food bank and help those who may be affected by this change particularly during this next year.

This has been a long time coming. Now the day is close at hand! Thank you all for your patience, support, and encouragement. If you have any questions on this issue, please contact me directly at (800) 666-6233. ■■■■

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# Michigan Updates

## Testing and Inspection Still Complaint-Driven

AFPD participated in the Michigan Weights and Measures Association Annual Meeting. Testing and inspection of fuel dispensers and grocery store scales will continue to be complaint-driven. Automatic temperature compensation has been "tabled," pending scientific data to support the cost of implementation.

## Small Business Loans

AFPD attended the Michigan Governor's Small Business Seminar where Small Business Administration (SBA) loan parameters were discussed.

## Contaminated Site Clean-Up

AFPD attended a meeting with Michigan DNRE/EPA personnel and professional environmental clean-up engineers to discuss the upcoming Michigan SB 437 legislation and the requirement to "clean-up" contaminated sites.

## Meeting with Legislators

AFPD attended a legislative meeting with the Michigan State Representative from the 12th District, Rashida Tlaib. Issues pertaining to commercial financing, environmental clean-up, store inspections, tax increases, and healthy food choices were discussed. AFPD also attended and participated in a meeting with U.S. Congressman Gary Peters to discuss AFPD's federal legislative agenda and pending legislation affecting retailers.

## Entrepreneurial Programs

AFPD attended the New Detroit's Economic Development Committee meeting to discuss development of an Entrepreneurship Program for small businesses.



## Food Stamp Changes

AFPD attended further meetings with the Department of Human Services to discuss changes in food stamp distribution that will take place July 2010.

## Credit Card Fees

At the request of the Food Marketing Institute, AFPD provided a chart depicting the adverse effect of credit card fees on a retailer's profitability.

## Environmental Clean-Up Amendments

AFPD attended the Michigan Senate Natural Resources Committee meeting where AFPD supported amendments to SB 437, which revises Part 201 of the environmental clean-up parameters.

# Ohio Updates



## HB 272 Liquor Permit Fees, HB 273 Liquor Permit Transfers, SB62 Liquor Sales

AFPD staff met with the Ohio Director of Liquor Control and presented how this legislation could have a negative impact on independent retailers. We believe this legislation will not move forward, but AFPD will continue to monitor.

## HB 364 and SB 204

These bills state that automakers shall not provide reimbursement to any non-franchised individual or entity for labor and parts used to fulfill warranty and recall work. AFPD was very involved, and this legislation was stopped in its tracks.

## Ohio State Fire Marshal

The fire marshal is conducting on-site audits concerning compliance with state regulations.



## Ohio Lottery Advisory Board

AFPD Lottery Advisory Board members participated in nine lottery regional meetings to discuss issues concerning an increase in agents' commissions, employee training, promotional material and other subjects.

## Workers' Compensation

If your business failed to qualify for the 2010 Group Rated Program, CareWorks Consultants is offering a two-hour, online training course to qualify you for the 2011 Group Rated Program. Contact Shawn P. Combs, group safety account executive, at tel. (614) 827-0364 or [scombs@riskcontrol360.com](mailto:scombs@riskcontrol360.com) for information.

**Please feel free to contact AFPD to discuss these and other legislative issues of concern to you.**





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**To sign up for this program, please complete the form below  
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**MUST SIGN UP BEFORE JUNE 30, 2010**

STORE NAME: \_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

MAIL TO: Attn: Auday Arabo  
Associated Food & Petroleum Dealers  
30415 West 13 Mile Rd.  
Farmington Hills, MI 48334

FAX TO: (866) 601-9610

EMAIL TO: Aarabo@AFPDonline.org



All accounts must be approved by a Monster Energy Representative for inclusion into the program. Accounts are subject to review at any time by a Monster Energy Representative. Violation of the terms will mean the contract may be voided at the discretion of Monster Energy.

Members with Questions Call: Auday Arabo at the AFPD Office at 1-800-666-6233!



# AFPD Helps Launch Green Grocer Project



AFPD's  
Auday Arabo

Detroit Mayor Dave Bing joined George W. Jackson, Jr., president and CEO of Detroit Economic Growth Corporation (DEGC), Auday Arabo, COO of the Associated Food and Petroleum Dealers (AFPD), and others to launch a new initiative to enhance fresh food choices

Officials gathered in the produce department of Family Fair Food Center at Chene and E. Lafayette Streets in Detroit to make the announcement. "This program is an opportunity to create jobs and make our city healthier," said Mayor Bing. "This is an investment in our neighborhoods and an example of how we are helping small businesses grow, and assisting entrepreneurs to fill a need in our community."

Jackson said, "We know from our research that Detroit consumers spend a billion dollars a year on groceries, and that they may be spending as much as \$200 million of that outside the city. What we are doing here is bringing better choices for consumers and more investment and jobs for the community. Quality grocery stores provide retail anchors for Detroit neighborhoods and improve the quality of life for

look of the neighborhood as well as attract more shoppers. "We have invested a lot in keeping our selection of food very attractive to shoppers, and we are grateful for the chance to make additional improvements that can benefit our customers and our community," said Suhel Kizi, co-owner of Family Fair Food Center.

"Family Fair is one of many excellent independent grocery stores across Detroit," Arabo pointed out. "They have served the community for decades, and we are certain that more grocers like them are interested in making upgrades to their Detroit stores."

See *GREEN INITIATIVE*, page 11.



Detroit Mayor Dave Bing and DEGC's George W. Jackson, Jr.

for Detroit consumers. Named the Green Grocer Project, the program will offer technical and financial assistance to owners of existing grocery stores and encourage new store investments in the City of Detroit.

residents."

Family Fair may be one of the first stores to benefit from the program. It has applied for financial help to improve both its interior and exterior façade – which would enhance the

## What is the Detroit Fresh Food Access Initiative?

The Detroit Fresh Food Access Initiative (DFFAI) was formed to respond to the city's unmet grocery sector demand, the public health impacts of inadequate access to fresh foods, and the concerns of Detroit residents about the lack of quality grocery options in the city.

DFFAI was composed of over 40 representatives of 38 organizations, representing the grocery industry, economic development agencies, regulatory agencies, academia, and philanthropy. AFPD served as one of the co-chairs of this task force.

DFFAI was convened in October 2007. Through a series of taskforce meetings and work in smaller work groups, DFFAI reviewed the major challenges to a healthy grocery industry in Detroit and ways to overcome those challenges, ultimately issuing its findings and recommendations in August 2008. The Green Grocer Project was developed as a result of the taskforce's recommendations.





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## Green Initiative

*Continued from page 10*

The Green Grocer Project was launched with a \$500,000 seed grant from The Kresge Foundation. Detroit Economic Growth Association—an affiliate of DEGC—is soliciting additional funding from public and private foundation sources. DEGC will manage the program, which includes:

**1. A Grocer Clearinghouse for existing store operators and those operators interested in making new investments in Detroit.** The program is staffed with an individual who is well versed in permitting, zoning, site selection, and other components of the development process, and this staff member will also facilitate communications among the Detroit

grocery community, city agencies, other community development financing agencies, technical assistance resources, commercial real estate developers and brokers, and affiliated organizations and programs.

**2. Technical Assistance.** The Green Grocer Project will assist participating grocers in addressing operational and store development needs that they encounter on a daily basis, to ensure the highest quality provision of fresh foods at the store. Among the issues store owners have identified are:

- Customer Service
- Product Handling, Storage, and Management
- Sustainability and High Performance
- Marketing

- Sourcing and Supplier Relations
- Market Intelligence
- Store Design, Layout, and Construction
- Accounting and Bookkeeping
- Visual and Promotional Merchandising

**3. Loan funding for store improvements.** The City of Detroit plans to allocate \$500,000 in CDBG-R funds to seed a revolving loan fund at DEGC. In addition, staff will assist grocers in accessing other financing sources to carry out the improvements identified through the technical assistance program.

For information about applying for assistance through the program, send a message with contact information and a brief description of your request via email to [GreenGrocer@DEGC.org](mailto:GreenGrocer@DEGC.org) or via fax to (313) 963-8839. ■■■■

## Edy's Grand Ice Cream Gives Consumers What They Want.



To inquire about our rebate program for AFPD members in Michigan or Ohio, call Mike Pecoraro at Edy's Ice Cream at 1-800-328-3397, Ext. 14001, or Auday Arabo at the AFPD office at 1-800-666-6233.



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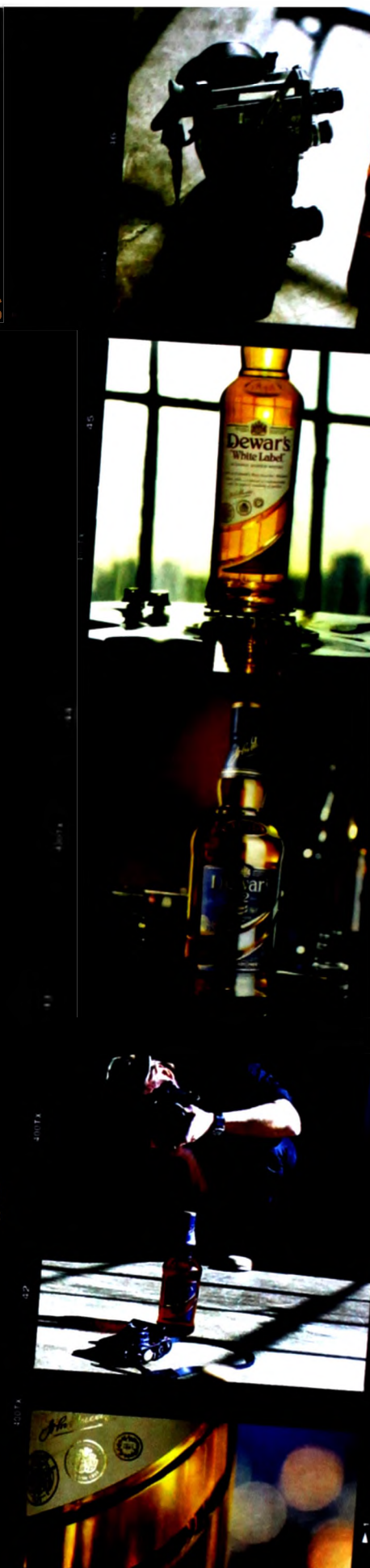
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# New Trends in Frozen Treats

**As manufacturers capitalize on new trends in ice cream and frozen treats, sales basically hold steady—which isn't all bad in a recessionary economy.**

By Carla Kalogeridis

By positioning ice cream as an affordable treat, the ice cream industry, if not recession proof, certainly seems to be recession resistant. Even in a down economy, ice cream manufacturers continue to invest in product development and introduce new flavors to meet the increasing consumer demand for variety.



There are several recurring trends affecting today's ice cream sector, and the health trend that peaked in the mid-1980s is one of them. Tart frozen yogurts have made a major come back, with a focus now on the healthier aspects of the dessert. These include lower levels of fat and probiotic properties that aid digestion. New, fashionable flavors like green tea have helped turn some frozen treats into a guilt-free snack.

While some trend-

watchers are concerned that this craze will fade like it did in the mid 1990s, others say the "healthy ice cream" movement, endorsed by Hollywood stars like Ellen DeGeneres and the Jonas Brothers, is thriving.

The U.S. market for ice cream and related frozen desserts neared \$25 billion in 2009, with sales growth from previous years slowed somewhat by the recessionary economy. Retail

frozen dessert manufacturers and operators in the frozen dessert foodservice industry (which accounts for better than half of total category sales) adjusted their prices (or held the price line and reduced package sizes) to keep consumer demand up and prices down. Industry experts predict that price controls and price-based promotions will stay in effect as the economy slowly rebounds.

However, a new report from Packaged Facts titled, *Ice Cream and Frozen Desserts in the U.S.: Markets and Opportunities in Retail and Foodservice, 6th Edition* — including ice cream, frozen yogurt, gelato, frozen custard, water ices, non-dairy frozen desserts, and frozen novelties—predicts that keeping prices down will not be enough to expand sales. To do that, manufacturers and retailers alike will build on the trends that have emerged over the past two years such as tart, frozen yogurts. In fact, the Packaged Facts report suggests the likelihood of probiotics being added to frozen desserts as well as other healthy ingredients that may soon be showing up in value-added health-oriented frozen dessert products such as Omega-3 and added calcium.

Related to the development of these value-added healthy products is the growth in the number of organic frozen desserts and the development of natural sources to replace artificial flavor and color ingredients.

Another emerging trend, says the report, will be the introduction of frozen desserts with flavors targeted to the growing Hispanic





population and Asian American consumers. Packaged ice cream predicts the likelihood that these "international" flavors will eventually crossover to the mainstream flavor map. European-style gelato, Italian ices from the Northeast, and frozen custard from the Midwest are also expected to gain national prominence. According to Nielsen's last 52 weeks grocery report, packaged ice cream is down 4.9 percent in Ohio, driven by Super Premium and Premium categories. Packaged ice cream in Michigan is down as well, (2.3 percent), mainly driven by Super Premium and Premium. On the more positive side, ice cream novelties in Ohio are up 1.5 percent. Even better, ice cream novelties in Michigan are up 2.3 percent.

### FPD Members on Top of Trends

Tom Grant, general sales manager for Country Fresh, agrees that the economy has not stopped all investment in the sector, adding that his company has introduced several new flavors this year. Novelty ice cream is up 9.2 percent over the past 52 weeks in the Great Lakes Region," he says, "with the sales increase led by the single-serve novelty cup segment." Specifically, Grant says, single-serve novelty cups are up 59.1 percent in Michigan and 81.8 percent in the Great Lakes Region over the past 52 weeks.

Keeping an eye on the trends, Country Fresh has launched five new single-serve cups that are shipping to retailers now: Vanilla, Cookies 'n Cream, Butter Pecan, Choc Chip Cookie Dough and Choc Moose Tracks. The manufacturers' suggested retail price is \$1.29 each. The regional favorite ice cream brands have grown in Michigan at the expense of the national brands," he adds.



## How to Answer Customer Questions About Labeling

Typically, ice cream is a frozen food made from a mixture of dairy products, containing at least 10 percent milkfat. Sounds simple enough, but ice cream packages can be confusing to your customers, and you may find yourself in the position of being asked to explain what various labeling means. The U.S. Food and Drug Administration (FDA) sets the standards for ice cream; here are some of the terms commonly found on ice cream cartons:

- **Reduced fat.** This ice cream contains at least 25 percent less total fat than the referenced product (either an average of leading brands, or the company's own brand.)
- **Light.** Light ice cream contains at least 50 percent less total fat or 33 percent fewer calories than the referenced product (the average of leading regional or national brands).
- **Lowfat.** Lowfat ice cream contains a maximum of 3 grams of total fat per serving (1/2 cup).
- **Nonfat.** If an ice cream is labeled "nonfat," that means it contains less than 0.5 grams of total fat per serving.
- **Overrun.** This refers to the amount of aeration the ice cream undergoes during its manufacture that keeps the mix from becoming a frozen mass. Overrun is governed by federal standards in that the finished product must not weigh less than 4.5 pounds per gallon.
- **Superpremium.** This ice cream tends to have very low overrun and high fat content, and the manufacturer uses the best quality ingredients. This category accounts for just 3.5 percent of sales.
- **Premium.** Premium ice cream tends to have low overrun and higher fat content than regular ice cream, and the manufacturer uses higher quality ingredients, and is the largest category in terms of sales with 51.5 percent of the volume.

(Source of definitions: Phil Lempert, the Supermarket Guru™, [www.Supermarketguru.com](http://www.Supermarketguru.com))

## Ice Cream Trivia

(Source: National Ice Cream Retailers Association)

• President Ronald Reagan designated July as National Ice Cream Month and the third Sunday of the month as National Ice Cream Day.

• The U.S. ice cream industry is one of the supermarket's largest and generates about \$20 billion in annual sales—or—about 23 quarts per person per year.

• The U.S. is the top ice cream-consuming nation in the world.

• It takes 12 lbs of milk to make a gallon of ice cream.



Michael Pecoraro, account manager for Dreyers, says his company is taking advantage of both the trend toward tart, fruity flavors as well as the growth in the Hispanic market. The Lime Delicias bar is the latest addition to its Hispanic line up of six other fruit flavors. "The Delicias bars have captured over 48 percent of the Hispanic Paletas (bars) category," he says. "And this category grew 9 percent in c-stores in 2009."

The company also has an answer to the "healthy ice cream treat" trend, with introduction of an Edy's antioxidant fruit bar for 2010. Pecoraro says 10 new cups have been added to the company's grocery store line-up, bringing its cups of Edy's Fun Flavors and Yogurt, Haagen-Dazs, and Skinny Cow to a full door in larger sets and offering consumers more variety and portion control.

Nestle has also introduced a frozen bar called Iced Enrg,



which contains a blend of teas such as those found in leading energy brands. Also new for 2010 is the Tandem sandwich

which is a frozen bar on one end and an ice cream sandwich on the other. The Tandem is currently its third best-selling product in Mexico, which is why, Pecoraro says, they are bringing it to the U.S.

"With the economy like it is, ice creams sales in the c-store division are still down," says Pecoraro, "and most manufacturers have not introduced as many new flavors as they usually do." Pecoraro believes that ice cream novelties will remain flat through the summer, but although the category isn't growing, certain companies—those that are on top of the trends—will be able to grow their marketshare.

Carla Kalogeridis is editor of AFPD's Bottom Line.



**AFPD Member Exclusive!!**  
(Small Format or Non-Advertising Group Only)






## AFPD/Nestle Ice Cream and Frozen Food Program

- All AFPD Member Stores (Gas Stations, Convenience Stores, Liquor Stores, non-advertising groups, etc) will receive a **9% quarterly rebate** on all Nestle Net Ice Cream and Frozen Food Brand Sales if their store sells Nestle Ice Cream brands Exclusively.
- All other AFPD Member Stores (Gas Stations, Convenience Stores, Liquor Stores, etc) will receive a **2% quarterly rebate** on all Nestle Net Ice Cream and Frozen Food Brand Sales if their store sells Nestle Ice Cream brands and other competing ice cream products.
- All rebates will be paid out through the AFPD office **once a quarter**.
- All freezer equipment and helpful point of sale fixtures for this program are **FREE!** (Subject to Pre-Qualification by Edy's Sales Representative, quarterly sales to be evaluated.)

To sign up for this program today, call Mike Pecoraro from Nestle at 1-800-328-3397 ext. 14001

**Make sure you tell him you are an AFPD member!**

Members with Questions Call: Auday Arabo at the AFPD Office at 1-800-666-6233!



# Joseph D. Sarafa

## 2nd Annual Scholarship Luncheon

**Detroit Institute of Arts**  
5200 Woodward Ave. • Detroit, MI 48202  
August 3, 2010  
11:30am to 1:30pm

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### Valedictorian Title Sponsor \$10,000

- Company Name listed on all Promotional Materials as the Title Sponsor
- Exclusive Right to Decorate the Stage
- Special Recognition
- 2 Tables of 10 at the Luncheon (6 seats reserved for scholars and family; 11 seats reserved for sponsor)
- 3 Scholarships awarded with the Company's Name
- Company spokesmen to address those in attendance

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### Summa Cum Laude Sponsor \$5,000

- Special Recognition at the luncheon and on all Promotional materials
- 1 Table of 10 at the Luncheon (6 seats reserved for scholars and family; 4 seats reserved for sponsor)
- 2 Scholarships awarded with the Sponsor's Name

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### Magna Cum Laude Sponsor \$2,500

- 5 seats at the Luncheon (3 seats reserved for scholar and family; 2 seats reserved for sponsor)
- 1 Scholarship awarded with the Sponsor's Name
- Recognition

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### Cum Laude Sponsor \$1,000

- 2 Individual tickets
- Recognition

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### Principal's Office Individual Ticket \$100

Payment Type: Check Visa MC AMEX or DISCOVER CC#: \_\_\_\_\_ Exp \_\_\_\_\_  
(circle one)

Company Name \_\_\_\_\_ Contact \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

**Make checks payable to AFPD Foundation**

Sponsorship Level: \_\_\_ Valedictorian \_\_\_ Summa \_\_\_ Magna \_\_\_ Cum \_\_\_ Individual \_\_\_ Other

Sign up today as a sponsor and help the AFPD Foundation invest in the Leaders of Tomorrow!  
For more information, please contact Lauren Kopitz at 1-800-666-6233 or lkopitz@AFPDonline.org

Associated Food & Petroleum Dealers Foundation is a 501 (c) (3) non-profit organization.

**All contributions to the AFPD Foundation are tax deductible.**

30415 W. 13th Mile Road • Farmington Hills MI • 48334 • (800) 666-6233 • Fax: (866) 601-9610 • www.AFPDonline.org



# 2010 **MI** Trade Show



Faygo's Jeanette Owens, Dan Ferrara, Brian Choi, and Ray Mehringer



Spartan's fresh fruit and produce display wowed the crowd.



The Michigan Lottery booth is always popular with show-goers.



Comcast introduced AFPD's special pricing program.



Pepsi/Rock Star's Bob Halstead promoted savings on a 25-case display for grocers and a 5-case display for c-stores.



Monster's Roger Newberry offers AFPD members rebate money in exchange for shelf space. Monster provides retailers with a promotional calendar that rotates key items through a 30-day cycle.







DTE's Bryan Russell, Janet Grozenski, AFPD member Jacob Mansour, Pamula Woodside and Michael Wauchey.



The AFPD Trade Show is an opportunity for old friends to meet.



Attendees check out the show specials.



SUPERVALU's Steve Caramagno says he upped his 2010 booth from two units to 10 because of the "amount and quality of the customers" at last year's AFPD show.



It was all smiles at the AFPD staff booth.



Paul Jaboro, agent for Blue Cross Blue Shield says the company is enhancing its "industrial side" products.



**AFPD**  
**Centennial Year**  
**Diamond Sponsors**







**Ed  
WEGLARZ**  
*Executive VP, Petroleum*

## Take the HASP Survey

**H**ASP stands for Hours, Appearance, Service, and Price. In the retail petroleum business, price surveys are conducted all day, every day. Some chains hire people to do price surveys more than once a day. Some retailers subscribe to services that provide retail prices on a scheduled basis. And there are websites that post retail prices contributed by the motoring public. Retail gasoline price information is gathered, distributed, and available on a real-time basis 24/7. Every gasoline retailer is aware of, and responds to, the prices of his direct, local competition.

However, just as important, is a survey of your competition's Hours, Appearance, Service and Price. Your customer makes buying decisions based on all these factors. And when you drive to your business everyday, using the same pathway, you often overlook what is going on around you.

Survey the surrounding competition and determine what efforts are being employed that you might consider for your business. What new developments have occurred in your trade area? Have new businesses opened? Are there new commercial occupants of a nearby strip-mall? Are you satisfying the needs, wants, and desires of your potential customers?

**Hours.** Are your hours of operation adequate and appropriate for the new economy in your area?

**Appearance.** Next, compare the appearance of your facility with that of the competition's. If you're not

the newest, you can still be the cleanest and brightest. Working lights, clean windows, and a new coat of paint can make your store much more inviting to the customer. Realistically evaluate the appearance of your facility both externally and internally; you can never be too clean in the eyes of the consumer.

**Service.** Shop at neighboring, competing facilities and see for yourself how the customer transaction is handled by your competition. This is the service aspect of the customer's buying decision. Are your shelves adequately stocked? Is your coffee bar properly stocked with all the supplies necessary to complete the coffee purchase transaction? Does your competition

offer varieties of brands or flavors that your customers might want?

**Price.** Now, back to price for products other than gasoline. Do a price survey for other products. With recent wholesale price increases for cigarettes, this is an ideal time to "shop the competition" and determine what offerings your customer is seeing at the competition, and at what prices.

It's a good idea to role play. Act the part of a retail customer. Shop your competition, then shop at your own store. Then answer the question, where would you spend your dollars? Does your store rank at or near the top on Hours, Appearance, Service, and Price? If not, move ahead of the competition today by making the necessary changes in your operation. ■■■■

**Survey the surrounding competition and determine what efforts are being employed that you might consider for your business.**



**Special Thanks to the 2010 Diamond Anniversary Year Sponsors**

# Ohio Joins Biofuels Promotion Plan



Ohio has joined Indiana, Iowa, Kansas, Michigan, Minnesota, South Dakota, and Wisconsin in adopting the Energy Security and Climate Stewardship Platform,

which establishes shared goals for the Midwest region, including increased biofuels production and use.

Specifically, the Platform sets the following goals:

- Produce commercially available cellulosic ethanol and other low-carbon fuels in the region by 2012;
- Increase E85 availability at retail fueling stations in the region to 15 percent of stations by 2015, 20 percent by 2020, and 33 percent of all fueling stations in the region by 2025;
- Reduce the amount of fossil fuel that is used in the production of biofuels

by 50 percent by 2025;

- By 2025, at least 50 percent of all transportation fuels consumed by the Midwest will be from regionally produced biofuels and other low-carbon transportation fuels.

The Platform also establishes a regional biofuels corridor program. The program directs state transportation, agriculture, and regulatory officials

to develop a system of coordinated signage across the region for biofuels and advanced transportation fuels and to collaborate to create regional E85 corridors. The program requires standardized fuel product coding at fueling stations as well as increased education for retailers about converting existing fueling infrastructure to dispense E85. ■■■■



## *Proudly Supporting Local* **MICHIGAN** *Farmers*



Michigan farmers grew over 472 million pounds of potatoes for Frito-Lay last year.

Happiness is simple





# Harding's Friendly Market: It's All in the Family

By Carla Kalogeridis

Tim Harding is third in a three-generation neighborhood grocery legacy that began with his grandfather, Melvin Harding. Following an older sibling from their childhood home in Kentucky, Melvin came to Detroit in the early 1920s where he worked for The Kroger Company—just as the one-stop shopping concept was taking off. Melvin grew with the company and eventually earned the role of head of operations for the southwest Michigan territory.

Unfortunately—or fortunately, depending on how you look at it—Melvin grew tired of the moving around required of him by Kroger, so in 1944 he opened the very first Harding's Friendly Market in Parchment, Mich. Gradually, as Kroger slipped out of southwest Michigan, Melvin built up more than 40 stores in the region. Throughout the years, he sold some of the stores to employees to help finance the start of others, but always, the Harding's name remained.

Tim's dad, Tom Harding, bought his first store in Richland in 1974, and today owns five of the remaining 30 Harding's stores located throughout southwest Michigan and northern Indiana. Tim has good memories working as a teenager for his dad, bagging groceries and helping in the produce department. He was always proud of his family's neighborhood grocery store heritage, even showing off the latest in barcode scanning technology for his science project in high school.

Upon completing his education at the University of Illinois and Dartmouth, Harding married, became a father, and returned to run the family business as an employee in 1994. Still employed by his father today and working in Kalamazoo, Mich., Tim is certain that Harding's Friendly Market will be his life-long career.

When asked why he stays with it, Tim Harding says



because it's challenging and because it's a family business. "If you can make your business work competing against a Walmart or a Meijer, then that can be considered an accomplishment," he says.

Tim says Harding's is known for its meat department. "We have real butchers who have prepared great quality meat consistently

for years and years," he says. "A lot has changed in that area of our business, particularly in how we order, but the presentation to the customer has remained the same."

But even with an established reputation, adjusting to the changing economy and customers' new spending habits has been a challenge. "Our customers are very concerned about how they spend," explains Tim. "The west side of Michigan isn't as bad as the east side, but most retailers have been forced to think about how they schedule inventory."



"Two years ago, the bottom fell out, but during the last 12 months, things have calmed down," he continues. "Most people believe that tomorrow is going to be OK," he adds. "Fortunately, people need to eat."

Even though he believes the outlook for his business is good, Tim Harding has never seen food costs going up at the rates that they have during the last few years. But his biggest worries

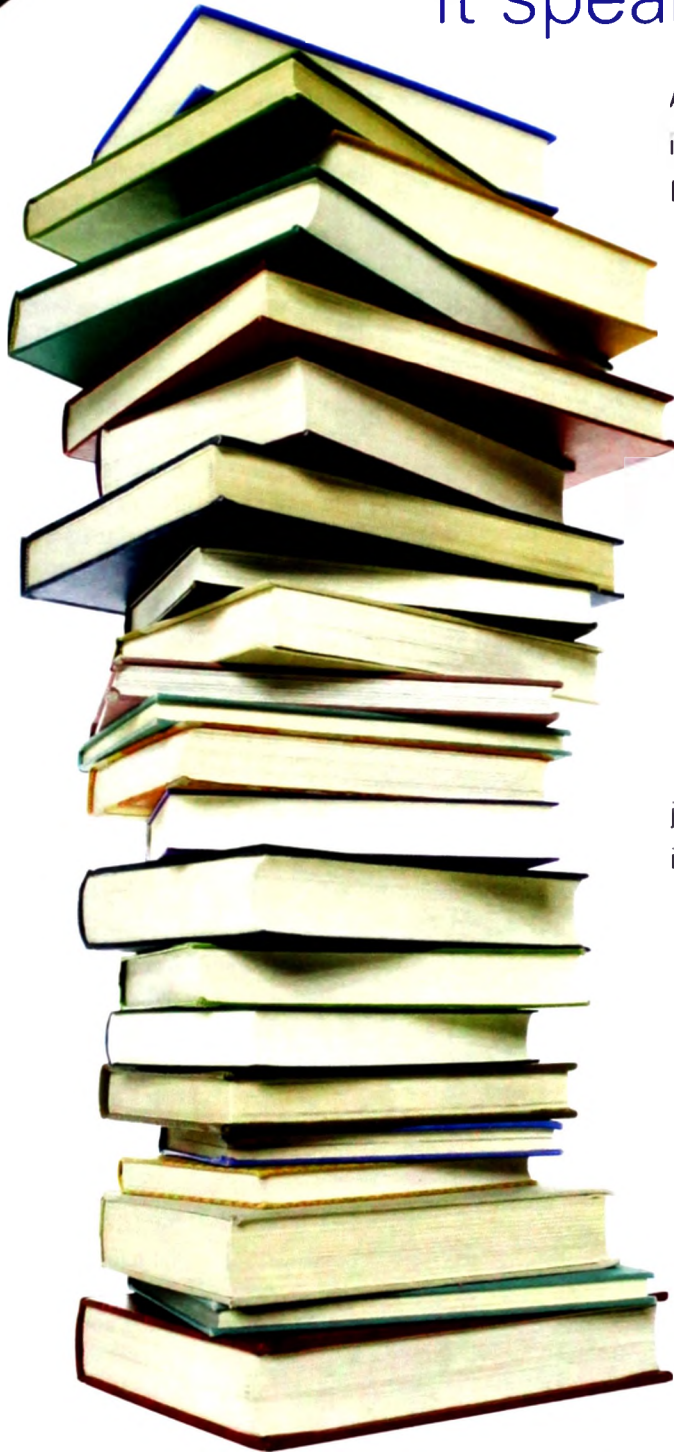
moving forward are credit card fees and the impact of the new healthcare legislation. Speaking about the credit card situation, he says, "It's just not fair. The whole industry is just handcuffed."

In the end, Tim Harding relies on AFPD to help him keep on top of it all. "AFPD does a good job of getting relevant information out to its members," he says. "The topics covered are all good topics and right on the issues that are important to the industry. You can go to AFPD for information and know that you are hitting all the bases."

*Carla Kalogeridis is editor of AFPD's Bottom Line.* ■■

DTE Energy  
congratulates AFPD  
on 100 years of dedicated  
service to the community.

## Community Commitment... it speaks volumes.



At DTE Energy, being part of a community is more than simply doing business there. It's about doing our part to help the community and our customers thrive. We wrote the book on community commitment.

That's why we believe employee volunteerism, contributions and sponsorships, community involvement and environmental stewardship are so important.

At DTE Energy, enhancing the communities we serve is not just a chapter in our book — it's a never-ending story.

**DTE Energy**



The Power of Your Community | e = DTE®



# Money Time & Tears

**Looming PCI deadline has some retailers hustling, others struggling.**

**By Bill Donahue**

The July 1 deadline for all retailers to become compliant with complex payment-card-industry (PCI) mandates designed to make credit- and debit-card transactions more secure has business owners such as Louise Friend making one tough decision after another.

"If we want to continue to take debit, we have to put in new PIN pads in addition to the point-of-sale system, and that's going to be very expensive, too," Friend, president of 12-store Peters Fuel Corp., told *CSP Daily News*. "New PIN pads vs. new pumps—we're weighing that decision in our locations right now. At some locations, we're rural and low volume, so [going cash-only] is a consideration.

"The truth of the matter is that it has created a lot of expense to the business world directly and to the consumer indirectly, and it's being paid with our money, time and tears," she said.

Some industry experts put the investment in hardware needed for a retailer to become PCI-compliant at \$10,000 to \$20,000 per site, although downtime for software and equipment installations, training costs, and other related expenses also must be factored in to reach a more accurate figure. Either way, the costs of becoming compliant are certainly substantial, but the costs to a noncompliant retailer whose transaction data gets compromised could

be crippling in terms of fines and other financial pains.

Even so, whereas some retailers have chosen to spend the thousands or even millions of dollars to become compliant with the first phase of PCI mandates, others are struggling with the decision to change how they do business, simply ignore the deadline or, in some cases, shutter their stores.

"I wouldn't be surprised if a lot of smaller operators don't make the investment," said Lance Odermat, general counsel of Car Wash Enterprises Inc. "Maybe they'll just turn over the



keys to their station."

Car Wash Enterprises has 46 Brown Bear and Bubble Machine locations in the Pacific Northwest, including 20 gas stations, some standalone car washes, and several combination sites. A more complex site—gasoline pumps, c-store, car wash, etc.—means the greater potential for increased costs, according to company CFO Steve Palmer.

"I think for the most part it's a cost you have to eat, a cost of doing business," he said. "There may be certain changes where we're going to change what we're doing, but we're not going to roll the dice and say, 'We're not going to be compliant.' If we have to spend

\$100,000 in one instance but we can save that money by changing how we do things and still provide the same service and quality, we'll make that change."

This slow march toward enhanced data security began in 2004, when the credit-card companies launched an effort to rein in identity theft. It involved hundreds of thousands of moving pieces from POS systems and PIN pads to every pay-at-the-pump fuel dispenser coast to coast. And the July 1 date is merely the first salvo of what will likely be a long and costly campaign.

Rogers Petroleum, which operates

20 Zoomerz convenience stores, figures to spend more than a half-million dollars converting noncompliant G-SITE POS systems to new Gilbarco Passports. Although the POS systems are a virtual necessity to meet the mandate, the company is mulling whether or not to change out the gasoline-pump PIN pads and stop accepting debit as a viable customer payment

option, according to Scott Matherly, the company's vice president of IT.

"Our margins keep shrinking on the gallons, and it seems like the credit-card companies are making more off gas than we are, but now we have to foot the bill for PCI," he said. "What happens next when we find out the hackers broke the triple encryption? That's the fault of the petroleum companies? I don't think so, and that's where it's hard to swallow. We're basically paying for someone else's R&D."

*This article was reprinted with permission from CSP Daily News at [www.cspnet.com](http://www.cspnet.com), an online newsletter companion to CSP Magazine.*

# Shoppers Surf for Food Deals

Consumers, hungry for deals and discounts on food purchases, are increasingly turning to online tools to fill their grocery bags for less, according to Deloitte's 2010 Consumer Food Safety Survey. The survey found that one-third (33 percent) of respondents subscribed to receive emails/recipes/coupons directly from food manufacturers/companies, a six percentage point increase from Deloitte's 2008 Consumer Food Safety Survey. "Today's consumers are using the Internet to not just find nutritional and safety information about the foods they eat, but to find the best value for their dollar," said Pat Monroy, Deloitte's vice chairman and consumer products practice leader in the United States. "If this recession has taught us anything, it's that we don't necessarily have to sacrifice quality for value—and consumers have figured that out by uncovering the wealth of product promotions and other marketing messages available on the Internet."

Almost a quarter (23 percent) of respondents said they have visited a food company's website to find out product information, and 23 percent also made a food purchase as a result of something they read online. In line with the 2008 results, 36 percent of



consumers said they have visited a food company's website to get recipes, compared with 35 percent in 2008.

Mobile devices are beginning to play a pivotal role for shoppers, especially when it comes to price. Seven percent of people who took the survey have used their mobile/smart phone while in

a store for a variety of reasons, including to compare prices (53 percent), get/redeem coupons/discounts (44 percent), and obtain nutritional information (28 percent).

## Store Brands Play Big Role

Store brands remain a preference over name brands with 52 percent of Americans surveyed frequently or always purchasing store brands when shopping for packaged or bottled food items.

Among respondents who purchase store brands, three-quarters (75 percent) currently purchase these brands because they are less expensive than national brand food products.

More than half (55 percent) surveyed currently purchase store brands because the quality is believed to be comparable to national brand food products, an increase of 14 percentage points since 2008, while 6 percent say the quality is better (taste, ingredients, organic, etc.) than national brand food products. ■■■■

## Edy's Grand Ice Cream Gives Consumers What They Want.



To inquire about our rebate program for AFPD members in Michigan or Ohio, call Mike Pecoraro at Edy's Ice Cream at 1-800-328-3397, Ext. 14001, or Auday Arabo at the AFPD office at 1-800-666-6233.

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**M. Scott  
BOWEN**

*Michigan Lottery Commissioner*

## Summer Brings the Red Hot Raffle

**T**he Michigan Lottery has a brand new raffle just in time for summer. *The Red Hot Raffle* launches June 14 and will be available at Lottery retailers across the state. Just \$10 a ticket, the new raffle promises to be a hot seller.

Like other raffles, a limited number of tickets will be sold. Starting June 14th, 500,000 Red Hot Raffle tickets will be available for purchase. Each ticket will be issued a unique raffle number from 000001 to 500,000. The ticket price is the same as the *Lucky 7s Raffle*, but there is half the quantity available for purchase and more prizes for players to win. The overall odds for players to win a prize are 1 in 19.

*The Red Hot Raffle* drawing will be conducted on or after August 4th, at which point more than 26,000 winning tickets will be selected from the tickets sold. Ten winning tickets will be awarded a cash prize of \$100,000; 100 winning tickets will be awarded a cash prize of \$10,000 each; 1,000 winning tickets will be awarded a cash prize of \$100 each; and 25,000 winning tickets will be awarded a cash prize of \$20 each. That is over \$2 million in prizes to thousands of very lucky winners.

Players will not be able to choose their own numbers and must match

the exact number as drawn by the Lottery. With a limited of tickets available for purchase, Red Hot Raffle tickets are sure to sell quickly so be sure to remind your customers to purchase their tickets early.

### Bow Wow Bingo

This summer, dog lovers across the state can show off their four-legged friends through the Michigan Lottery's Bow Wow Bingo™ Photo Contest.

Starting June 21, Michigan Lottery players can submit one or more photographs of their dog to the Bow Wow Bingo Photo Contest at the Lottery's Player's Club website, [www.michiganlottery.com](http://www.michiganlottery.com). To enter the contest, players must submit three non-winning Bow Wow Bingo™ instant game tickets with each photo of their dog.

Professional pet photographer Keith Kimberlin will judge and select five finalists between August



and October from the pool of entries. Each of the five finalists will receive a \$250 Visa® gift card featuring the image of their dog, plus a chance to be voted the grand prize winner.

From October 8th through the 28th, Michigan Lottery Player's Club members will vote for their favorite pet photo. The owner of the dog receiving the most votes will receive a \$500 VISA® gift card, a photo shoot for their dog with professional pet photographer Keith Kimberlin, and a photo package consisting of photographs from the photo shoot! More details on the contest can be found at [www.michiganlottery.com](http://www.michiganlottery.com).

*Bow Wow Bingo™* will be available to players on June 21 at retailers across the state, so be sure to tell your players about the contest.

### New Instant Tickets

New instant tickets scheduled to go on sale June 21 include Hot Cherries (\$1), Bow Wow Bingo™ (\$2), Fiery \$500's (\$2), and Red Hot & Blue 7s™ (\$5). The release date for these tickets is subject to change.

### Instant Ticket Activation

Retailers are reminded to always activate instant game tickets before putting them on sale to ensure winning tickets can be claimed following their purchase. ■■■



*More than 98.5 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 2009, the contribution to schools was \$724.5 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](http://www.michigan.gov/lottery).*



**“GET YOUR  
RED HOTS!”**



**10**  
\$100,000  
Grand Prizes

**100**  
\$10,000  
Prizes

**RED  
HOT  
RAFFLE**

**NEW!**

**1,000**  
\$100 Prizes

**25,000**  
\$20 Prizes

**On Sale June 14!**

Red Hot Raffle is here to heat up Lottery sales! This brand new \$10 ticket offers the most prizes ever for a raffle game, including thousands of \$20 and \$100 winners that can be redeemed right in your store. But with just 500,000 tickets to be sold, tell customers they better act fast so they don't get left out in the cold!

Drawing on or after August 4.



If all tickets are not sold by August 4, 2010, the drawing may be held on a future date set by the commissioner. Odds of winning: \$100,000: 1 in 50,000; \$10,000: 1 in 5,000; \$100: 1 in 500; \$20: 1 in 20. Overall odds: 1 in 19. If you bet more than you can afford to lose, you've got a problem. Call 1-800-270-1111 for confidential help.





## Kathleen BURKE

*Ohio Lottery Commissioner*

# Powerball Packs \$1 Million Sales on First Day

**O**n the same day that Apollo 16 headed for the moon 38 years ago, the Ohio Lottery made another sort of history of its own. Ohio became the 44th lottery to sell Powerball on April 16, and we are very proud that our launch went phenomenally well.

Our first Powerball jackpot was \$212 million, and we were pleased that our players responded with more than \$1 million in sales during our first day. Up to the first drawing, more than \$1.8 million in Powerball wagers and the associated Power Play option were sold. Later that evening, 34,224 Ohio Powerball players shared in over \$350,000 in prizes.

The Mega Millions jackpot was at \$122 million that same week, and some players stuck with that game

because of familiarity. Now, Ohio players have four opportunities a week at multi-state jackpots: Tuesday and Friday drawings for Mega Millions and Wednesday and Saturday drawings for Powerball.

We've had fun joining the Powerball states, and we look forward to a long and happy partnership.

### Crack Down on Dishonesty

The Lottery is also pleased and proud to have initiated its Retailer Compliance Inspection Program and has begun making arrests of clerks or retailers who falsely present winning lottery tickets as their own. Dishonest clerks and retailers represent a very small fraction of our 8,800 retailers, but we want to ensure an honest and secure transaction every time someone buys a ticket. This program

is statewide, and we are proud to be proactive in nabbing those retailers who claim something not rightfully theirs. Our integrity is of utmost importance and we will uphold it at all costs.

### Aerosmith Dream On

We've had lots of exciting buzz about a fun, new instant ticket – the Aerosmith Dream On instant game, which went on sale May 28. The \$5 game offers a top cash prize of \$100,000 and fun, one-of-a-kind prizes through a series of second-chance drawings, which take place throughout the summer and early fall. Prizes include guitars signed by Joe Perry, a Dirico motorcycle signed Steven Tyler, and a party at the Rock 'n' Roll Hall of Fame with the band. Have a happy and safe summer! ■■■

## AFPD Helps Launch Ohio Lottery Advisory Board

Recently, AFPD met with Mr. John Martin, deputy director, office of sales management for the Ohio Lottery. AFPD President/CEO Jane Shallal and Vice President Ohio Ron Milburn attended the meeting in Columbus with Mr. Martin, advising him that lottery agents' commissions have not increased since the mid 1990s, although the cost of doing business has increased significantly over that period of time.

As a result of that meeting with Mr. Martin, AFPD was contacted regarding a recommendation that the Ohio Lottery establish a Lottery Advisory Board. The Ohio Lottery has nine regional offices in the state, and AFPD was authorized to place two AFPD members on the board from each Region.

During the course of the nine regional meetings, AFPD raised several different issues:

**Issue 1.** There has not been an increase in agent commissions since the mid '90s.

**Issue 2.** The cost of doing business has increased significantly.

**Issue 3.** In addition to an increase in agent commissions, it was recommended the Lottery establish a sales incentive based on previous annual sales and pay an additional commission based on the increases.

**Issue 4.** It was also recommended that a commission incentive be established by the Ohio Lottery on a quarterly basis, based on certain games such as Rolling Cash, which would permit the retailer to establish his own incentives with his employees to increase sales.

**Issue 5.** AFPD noted that the amount of counter space being utilized for Lottery promotional signage and equipment is taking up space that can be used for other store promotions that generate a much higher gross profit.

**Issue 6.** There was much discussion concerning the cost involved in training personnel now that the equipment is more complicated and requires additional training time.

**Issue 7.** It was also pointed out that the retail agent now has more responsibility in ordering and stocking lottery tickets, and therefore, a greater liability risk.

AFPD believes the time and effort put forth by its members serving on this council will pay benefits as a result of their professional input. ■■■



MICHIGAN ONLY



# AFPD Member Exclusive!!

## Pepsi Beverages Company 2010 AFPD 2nd Quarter Program

**MUST SIGN UP BY JUNE 30, 2010**



### TO QUALIFY

AFPD members must have signed and are executing a 2010 CDA program; if you would like to sign up for a CDA, please contact the number or email below.

### *Crush/Mug Root Beer/Sierra Mist/Lipton Brisk Incentives*

- **GROCERY STORES** - Incremental \$0.25 per case above & beyond your pricing on all 2 liter bottles of Crush, Mug Root Beer, Sierra Mist & Lipton Brisk products and \$0.50 per case on 20 oz. Must place one full shelf (7skus) of 20 oz bottles and merchandise a minimum of 25 case display/rack (suggested retail price for 20 oz. is \$0.99 each).
- **ALL OTHER RETAILERS** - Incremental \$0.25 per case above & beyond your pricing on all 2 liter bottles of Crush, Mug Root Beer, Sierra Mist & Lipton Brisk products and \$0.50 per case on 20 oz. Must place one full shelf (7skus) of 20 oz bottles and merchandise a minimum of 5 case display/rack (suggested retail price for 20 oz. is \$0.99 each).

### *Equipment Fund Per Year*

- **Grocery Stores** - \$250 placement fee for incremental one door checklane cooler.
- **All other retailers** - \$250 placement fee for incremental one door cooler within 8 feet of front register.
- No limit on the number of coolers; subject to pre-qualification by a Pepsi Beverages Representative.
- Rebate checks to be sent out every quarter by AFPD.



To sign up for this AFPD Exclusive Pepsi Program, please call 1-888-560-2616 and leave your name, your store name, address and telephone number. You can also email your interest in joining this program to [Aarabo@AFPDonline.org](mailto:Aarabo@AFPDonline.org).

Members with Questions Call: Auday Arabo at the AFPD Office at 1-800-666-6233!



**Kim A.  
RHEAD**

*Partner, Karoub and Associates*

## HB 5059: A Nightmare Waiting to Happen

**F**rom time to time legislation appears that causes a person to shake one's head and just wonder: "How could this possibly be a good idea?"

That being the case, the wise old saying, "Desperate times lead to desperate measures," does the best job of explaining the introduction of House Bill 5059.

The bill allows any local unit of government to seek signatures from all registered and qualified voters living in a city, township, or county to seek approval of placing the following proposal on the ballot:

"Shall a per-drink excise tax in the amount of \$ \_\_\_\_\_ for the sale of alcoholic liquor by on-premise licensees be allowed in the city, township or county of \_\_\_\_\_?"

Not less than 20 percent of the registered and qualified voters would need to sign a petition to have the question appear on the ballot, and of course, 50 percent (plus 1) of those voting in the election would need to support the proposal before it would become law.

The proposed excise tax could not exceed 50 cents per drink and would only apply to the sale of alcoholic liquor by on-premise license holders.

I am happy to report that despite the fact that the excise tax only applies to on-premise establishments, AFPD has taken a position solidly in opposition of House Bill 5059.

Granting local units the right (power) to collect such excise taxes is a huge step in the wrong direction and sets us on a dangerous public policy path. Look at the amount of tax the state collects from each pack of cigarettes sold in Michigan to see how dangerous it could be to open the taxing authority on liquor to local units of government.

People in the business get upset when I call such taxation "sin taxes" and prefer the term "adult beverage taxes." Call it what you may, but elected officials find charging and increasing taxes on such items a very easy thing to do. It should also be noted that a 50-cent per drink excise tax is a huge tax increase. If

the average well drink costs \$5.00, the excise tax would be a 10 percent tax increase.

The bigger public policy question, and risk to AFPD members, is what happens next after the original excise tax on liquor by the shot is established. There are two logical "next steps" that a local unit of government could take. The first would be extending the "adult beverage" tax to beer and wine, and any other adult beverage not already being taxed by the original excise tax. The other is to expand the tax to include liquor sold over the counter by grocery, party, and liquor stores.

I would estimate that passing an excise tax on beer would be a very difficult undertaking. Past efforts to increase beer taxes have met with very little success. The possibility of expanding the excise tax to package liquor is, on the other hand, a different story. There would be the argument that such a tax already exists on liquor sold

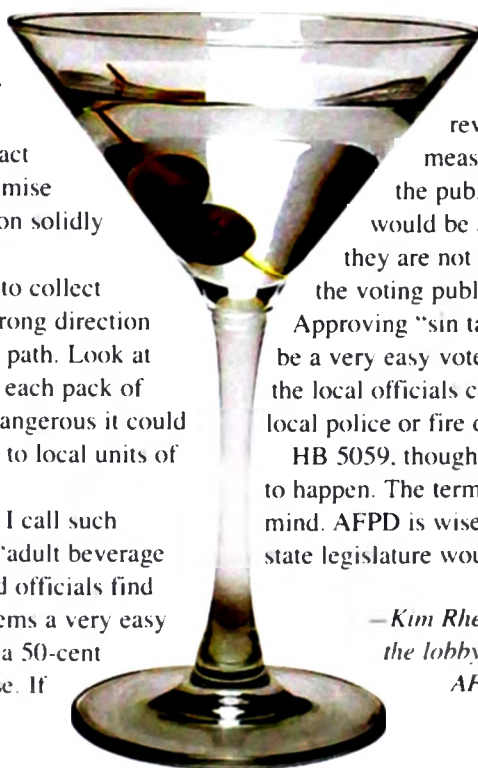
in bars and restaurants, so expanding the tax to package liquor products would be the natural thing to do.

Local units are desperate for revenue and would consider any measure to increase the funds flowing into the public coffers. In addition, this proposal would be attractive to elected officials because they are not actually increasing taxes—rather, the voting public is approving the tax increase.

Approving "sin taxes" or "adult beverage taxes" would be a very easy vote for many people, especially when the local officials claim such increases might save the local police or fire department.

HB 5059, though well intended, is a nightmare waiting to happen. The term "opening the floodgates" comes to mind. AFPD is wise to oppose this legislation, and the state legislature would be wise to oppose it as well.

—Kim Rhead is partner with Karoub Associates, the lobbyist firm that represents the interests of AFPD and its members in Michigan. ■■■





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## Jody LICURSI

Vice President—Capitol Strategies Group

OH Legislative Update

# A Busy Month in Ohio

### AFPD Joins Ohioans for Highway Safety and Mobility Coalition

Earlier this year, AFPD became aware of efforts by a group called "Save Transit Now, Move Ohio Forward" to remove the existing condition in the Ohio Constitution that requires revenue derived from the gas tax to be used solely for the maintenance and construction of Ohio's roads and bridges, thereby freeing up the revenue for mass public transit projects.

In response, a coalition of more than 25 businesses and associations, including AFPD, banded to form the "Ohioans for Highway Safety and Mobility." In April, Ohioans for Highway Safety and Mobility sent a letter to members of the Ohio General Assembly stating that the coalition's mission is "to ensure that Ohio maintains its existing funding stream for our highway system, thereby preserving mobility and safety for all Ohioans."

AFPD is also concerned that if the Constitution is amended to allow the gas tax to be used for public transportation, it could soon be targeted by other interests looking for additional revenue. AFPD and Ohioans for Highway Safety and Mobility remain committed to stopping any attempts to use revenue from the gas tax for purposes other than the construction and maintenance of Ohio's roads and bridges.

### Voters Approve Third Frontier Renewal, Columbus Casino Move

Issues 1 and 2 both passed by considerable margins on May 4th as Ohioans voted to extend the popular Third Frontier program and relocate the Columbus casino approved last November to a different location. Third Frontier, Ohio's high-tech business development program, received the bipartisan support of politicians and business groups including gubernatorial candidates Ted Strickland and John Kasich. The renewal authorizes Ohio to issue \$700 million in new state debt to create jobs and stimulate the economy.

State Issue 2 put the casino issue back on the ballot, this time asking voters statewide to approve a relocation of the Columbus casino from the downtown Arena District location to the vacant General Motors/Delphi plant on the west side. Despite the issue having little impact on residents outside of Columbus, more than 68 percent of voters statewide supported the move.

*Jody Licursi is vice president of Capitol Strategies Group, the lobbyist firm that represents the interests of AFPD members in Ohio. ■■■*



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# Fabulous Fluorescent Lights

**A new study suggests that supermarket lighting affects the nutrient content of leafy greens.**

By Phil Lempert

In an effort to keep shoppers happy and healthy, many supermarkets offer information on how to properly store fresh produce at home so that days after purchase, valuable vitamins and minerals are preserved.

A study published in the *Journal of Agriculture and Food Chemistry*

shed new light (pun intended) on how the lighting in supermarkets positively affects the nutrient content of leafy greens, specifically the nutrient rich and storage-sensitive spinach plant.

Gene Lester, the lead author on the study, decided to investigate this topic after a routine shopping trip to his local market. He noticed that much of the produce is exposed to continuous light, specifically the leafy greens that are especially sensitive to time from harvest, temperature, and light. Lester hypothesized that the continuous exposure to light allows the leafy green veggies to maintain photosynthesis—the process by which plants grow and produce nutrients—and thus their nutrients are preserved or may actually increase. Supermarkets' harsh fluorescent lights actually mimic the spectrum of natural sunlight and are often kept on 24 hours a day.

The study's results revealed that spinach packaged in the clear plastic containers might actually be a good thing. Researchers compared spinach stored in clear

containers versus those in covered containers and found that after three days, concentrations of some vitamins increased by 10 to 20 percent. After nine days, the levels of folate and vitamin K had risen by 100 percent. On the contrary, the nutritional content of the covered spinach stayed the same or worsened over time. The researchers suspect that the benefits of photosynthesis are also

occurring in other fruits and vegetables that are exposed to nonstop light in the supermarket as well.

The results of this study are shocking and fascinating, and more research is needed on this topic. In the meantime, supermarkets, manufacturers, distributors, and consumers should be aware of the findings of Lester's study and possibly rethink the way they are storing, delivering (maybe fully

lit trailers and warehouses), and packing.

Think clear, biodegradable plastic containers with labeling on the side—and maybe that harsh supermarket lighting isn't so harsh after all.

*Phil Lempert is a monthly columnist for Progressive Grocer Magazine and Gourmet Retailer Magazine, and he blogs twice a week for iVillage.com and Today.MSNBC.com. The study, "Relationship between fresh-packed spinach leaves exposed to continuous light or dark, and bioactive contents: Cultivars, leaf size and storage duration," can be found in The Journal of Agriculture and Food Chemistry.*



# Growing Interest in Propane for Sustainable Transportation

Ferrellgas, AmeriGas, and Valley Ford Truck Sales, with support from Propane Education & Research Council (PERC), showcased three propane-fueled vehicles that cut greenhouse gases at Ohio State University's Moving Ahead 2010: Sustainable Transportation Solutions for the 21st Century in Columbus, Ohio. The event, co-hosted by Ohio's Clean Cities Coalition and attended by President Obama's transportation and energy advisors, offered fleet and transportation managers the opportunity to test-drive three Roush-converted Ford F-250 propane trucks. Propane is a domestically abundant, clean-burning fuel that is ideal for fleet transportation markets.

Other propane vehicles at the event included a propane-fueled ambulance and ambulance by MedCorp.

"The goal of this conference is to bring together transportation leaders, policymakers, and researchers to examine how advanced transportation fuels and technologies will affect job creation, environmental protection, and national security," said Roy Willis, president and CEO of PERC. "The attendees saw firsthand how vehicles perform while running on propane, a domestic fuel that can reduce carbon emissions, cut operating costs, and increase energy dependence immediately, all while delivering performance that is

comparable to that of their conventional fueled counterparts."

According to PERC, propane fleet vehicles reduce greenhouse gas emissions by an average of 13 to 25 percent, depending on application, and create 20 percent less nitrogen oxide, or to 60 percent less carbon monoxide, and fewer particulate emissions, compared with gasoline. Ninety percent of U.S. propane supplies comes from the United States, and an additional 7 percent comes from Canada. Propane is the most widely used alternative fuel on roads today in the United States, powering 270,000 vehicles. Worldwide, 14 million vehicles run on propane. ■■■

## Interview with ROUSH Performance's Jack Roush



By Roy Willis

**Q: What types of alternative fuel technologies has ROUSH worked with in the past, and why the focus on propane?**

**Roush:** We've worked on electric, hydrogen, hybrid,

CNG, and propane. Recent projects include the ROUSH Electric Vehicle (REV) for closed-campus use, hydrogen powered pickup trucks, and a hydrogen-powered Ford Fusion (built with Ford Motor Company) that set a land speed record at Bonneville Salt Flats. When talking about alternative fuels, we believe propane has the most benefits from an environmental and economical standpoint. Propane:

- Is an inexpensive fuel with an inexpensive infrastructure.

- Is the most common alternative fuel on the road.
- Shows no loss in horsepower, torque, or towing capacity.
- Adds less than 10 lbs weight to the vehicle.
- Is much cleaner than gasoline and diesel and many other alternative fuel choices when comparing "well to wheel."

**Q: Who are the end customers being targeted with these propane systems—individuals looking to do their part to save the environment, or fleet customers looking to reduce operating costs and environmental impact?**

**Roush:** While there are individuals out there driving propane-powered vehicles, these systems are developed with the fleet operator in mind. Hub-and-spoke fleet operations benefit the most because the propane distribution partners can get infrastructure installed for little or no cost. In fact, an on-site

fueling infrastructure qualifies the end user for a 50 cent per gallon tax credit to offset part of the wholesale price of propane they're buying from the distributor. Customers can pay less than \$1.50 / gallon in this case.

And finally, operating one vehicle on propane will result in savings of \$15,000 or more over the life of the vehicle. Multiply that benefit over 10, 20, 50, or even 100 vehicles, and you're talking about major reductions in operating costs.

**Q: What is the future of propane as an engine fuel?**

**Roush:** Alternative fuels are here to stay. Clean, inexpensive energy options are essential for fleet operators looking to transition their operations into the 21st century.

*Roy Willis is president and CEO of the Propane Education & Research Council. ■■■*



# A Stand on Brand

More retailers are choosing to go unbranded at the pump, but it isn't for everyone.

by Linda Abu-Shalback Zid

Unbranded gasoline market share is continuing to grow, according to figures from Energy Analysts International Inc. (EAI). The company estimates the U.S. average unbranded gasoline market share to be between 35 and 40 percent—and that market share can vary greatly by region, with numbers as high as 55 percent in Phoenix and 10 percent in Los Angeles.

But deciding whether to be branded or unbranded is far from easy. On one side, there is the image behind a brand. Kyle McKeen, president and CEO of Alon Brands Inc., told *CSP Daily News*, "Our strategy is to have FINA-branded gasoline because it provides consistency and gives the customer some security."

Michael Haynes, vice president of operations for PCF Saleco, a ConocoPhillips retailer, concurred. "Obviously, there



are customers who aren't as concerned, but when you have a fine oil company that stands behind its products—one that has the additives that clean engines—it makes a difference. I can't imagine going to someone that doesn't have the same offering that major brands can offer."

On the flip side, Aaron Walsh, director of sales and marketing for FireStream WorldWide Inc., said that kind of thinking has changed for consumers. "Historically, 20, 25 or 50 years ago, gasoline brand loyalty was very important to consumers," he said. "When the hypermarkets—the

Walmarts and the Costcos—made gasoline available, it really desensitized people's brand loyalty around specific brands."

He added, "While there are ongoing efforts to increase brand loyalty, we've seen a steady decline and will continue to see a steady decline in major oil companies' push to use a branded channel to move their product—and will continue to move things through their unbranded supply chain."

Location can make a difference, too, according to Lewis Adam, president of ADMO Energy, a fuel-buying consultancy. "Brand image is helpful if you have an interstate location," he said. "But in a smaller town or big city away from interstate where they're not trying to get business or vacation crowds, brand is almost unnecessary. You're better off without, as brand is charging quite a price."

EAI recommends looking at several factors, in the branded/unbranded portfolio decision:

- Strength of brand in specific market, including price lift and traffic generation.
- Cost of employing a major brand.
- Longer-term relationship consistency between major brands and retailers.
- Unique brand offerings, such as imaging support, fuel differentiation, loyalty programs, pricing incentives, etc.
- Branded supply presence and availability in the long term.
- Cost of developing and expanding a private label.
- Price competitiveness/volatility
- Supply stability and potential for refinery closure.
- Supply-chain management expertise and volume leverage (internal or pooled).

*This article was reprinted with permission from CSP Magazine.*

*For more information on gasoline and refineries, see the "Crude Awakenings" cover story in the April issue.*

*Linda Abu-Shalback Zid is a contributing writer to CSP Daily News.*

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# Going Green

WITHOUT SPENDING YOUR GREEN

## NOBODY DOES "GREEN" LIKE A SEASONED PRODUCE MANAGER.



By Armand Lobato

Generations come and go—each reflecting upon how industrious they once were.

In my own childhood, examples abounded: Hand-me-down clothes, flea-market goods and decades-old used cars (complete with retread tires) were the norm. Eight kids, blue-collar income. You get the drift.

"We're not poor," my folks insisted. "We're thrifty."

Being raised amid such frugality was apt preparation for what followed. Years later as a produce manager, our organization's resources were so tight that the motto could have easily been: "The only way we turn loose of a nickel is to get a better grip!" Although the company led in market share, it was the early 1980s, and the economy was in a recession. The latest merchandising tools—new fixtures, sleek cases—simply weren't in the budget.

Sound familiar? Besides, we were instructed (rightly so) that the focus should be on the produce, not on the fancy fixtures seen in some operations.

The challenge, of course, was to make do and be creative with whatever we had on hand. Although it often taxed our patience, this was invaluable experience. And if a manager came into the job already knowing how to squeeze a nickel until the buffalo, uh, cried out, it certainly helped.

That said, this isn't just another "We walked to school uphill, both ways" piece, if you will.

Lately the buzz is about being "green" for environmental consideration and resource sustainability—a truly noble pursuit, but hardly a new idea. In his 1988 book *Making it Happen*, British management adviser John Harvey-Jones wrote: "The task of industry is continuously, year on year, to make more and better things, using less of the world's resources."

In retrospect, almost every produce manager I worked with already knew how to use and reuse, often employing the most common things available—more out of necessity than for any other reason. In other words, produce managers were green when green wasn't cool.

Here are just a few methods that produce merchandisers can use to help conserve resources—and save money in the process:

**1. Take care of the equipment you already have.** There's no need to purchase new orchard bins, tables, or wet rack grates if they don't break in the first place. Preach practical care to your crew. As one manager put it, "We don't replace things in a month that should last for years."

**2. Hang onto good crates, shipper bins and containers.**

Clean wood crates, burlap bags, or bushel baskets make excellent presentations, whether as a base or to complement any display. Also, many original-shipper containers can be used multiple times. Note: Carefully cover any non-applicable graphics, such as when filling a previously used tri-wall watermelon bin with, say, bagged grapefruit. Also, follow your company's guidelines for recyclables—especially separating good cardboard for baling.



Leftover peach boxes and recycled wooden crates work great for budget-friendly homegrown produce display.

**3. Pallets make great display bases.** No reason to buy expensive fixtures for temporary needs. Stack like-sized pallets neatly to desired height, wrap with case liner (or something similar), and place full cases of product on top for an effective and mobile display module. Avoid pallets that pose a safety hazard, such as those with exposed nails or sharp edges.

**4. Scour the store for plastic trays to use for crisping leaf items or other uses.** Search the back room. Those milk wires, soda crates, or plastic bread racks are durable and come in handy as false-bottom dummies for displays, storage of prepped leaf items, and many other uses.

**5. Store the better props and use again each year.** Just built a display you're especially proud of? Save those crates, that carefully hand-drawn sign, and other dedicated props in a secure storage area. Then when next season comes around, you can easily rebuild the same display—which will seem new to your customers—without the headache or expense of acquiring new materials.

Armand Lobato (mailto:armandlobato@comcast.net) works for the Idaho Potato Commission.

His 30 years of experience in the produce business span a range of foodservice and retail positions.



# FDA Cracks Down on Labeling Violations

On March 3, 2010, U.S. Food & Drug Administration Commissioner Margaret Hamburg issued a press release announcing a broad initiative to increase FDA enforcement against illegal claims on food labeling, including unauthorized nutrient content claims, health claims, and all drug and disease claims. FDA has also re-committed to cracking down on technical violations on both the front of package labeling and on nutrition facts panels.

FDAImports.com, LLC, a U.S.-based FDA consulting practice owned by Benjamin England, a 17-year FDA veteran with more than 20 years of practical FDA labeling compliance experience, believes that this is the beginning of a major effort to stop imported foods, imported beverages, and imported dietary supplements in their tracks before they are able to reach U.S. consumers.

"The easiest violation for FDA to find is a labeling violation," says England. "FDA does not have to test the product to find the problem. The inspector just looks at the label." Food labeling, beverage labeling, and dietary supplement labeling requirements can be highly technical, as domestic and foreign food and beverage manufacturers have recently learned when the FDA issued 15 warning letters to companies including Dreyers Grand Ice Cream, Inc., Gorton's, Inc., Schwan's Consumer Brands, Beechnut, Spectrum Organic Products, Inc., Nestle, Inc., Sunsweet Growers, POM Wonderful, Pompeian, Inc., and Diamond Food, Inc.

FDA seems particularly focused on food labels that bear false or misleading claims about fat content in foods, which are a type of nutrient content claims. These content claims dominated FDA's warning letters, including allegations that

well-known food and beverage makers and distributors were improperly using words such as "light," "cholesterol free," "plus," and "good source" in food labels without meeting the strict regulatory criteria that apply to such claims.

The FDA also attacked "antioxidant" claims for food ingredients and nutrients. FDA's position is that an

"antioxidant" claim amounts to an implied nutrient content claim. Apparently, says England, the agency is prepared to back up its position by threatening enforcement action. FDA clearly believes the consumer is influenced by nutrient content claims on food and beverage labels, which is good for food and beverage companies. But, in FDA's view, with influence comes responsibility.

The agency is also taking issue with improper or missing percentage juice claims, which leave the consumer with a false impression that a juice blend with added flavor is a 100-percent juice.

Not unsurprisingly, FDA found illegal and fraudulent disease and drug claims on a number of food labels and labeling (including product labels and product websites). "What might be more surprising is FDA finding these claims in places industry is not used to FDA looking

—advertising and internet marketing materials," adds England.

"With increased focus on nutrition in the U.S., there comes an increase in FDA enforcement against bad, false, or improper label claims and nutrition labeling," he concludes. "It's the sign of the times, at least during the present governmental cycle. Imported food is just a big fat target because it all has to go through the Customs and FDA bottleneck at the border. As FDA increases its border inspection capacity, the number of FDA detentions and refusals (and import alerts) related to labeling errors is sky rocketing." ■■■■





# Should You



# focus on facebook?

**There's only one way to find out what customers are really seeking from their interactions with retailers via social media. Read the studies—and act**

By Kevin Ertell

Everyone is talking about social media, and there are lots of opinions about how to do it right. So how do consumers actually interact with retailers via social media? How would they prefer to interact? What value are they seeking from their interactions with retailers via social media?

As part of a study of nearly 10,000 visitors to the biggest e-retail websites in the United States, ForeSee Results wanted to use the methodology of the American Customer Satisfaction Index



(ACSI) to examine these issues; the ACSI can show how different elements of a shopper's interactions with a company (including social media) impact their purchase intent, loyalty, and recommendations.

The study validated that social media is a viable marketing strategy when retailers understand what customers

want and know which social media platforms they frequent. Key findings include:

- 56 percent of shoppers to top e-retail websites who interact with social media websites have elected to "friend" or "follow" or "subscribe" to a retailer on a social networking site like Facebook, Twitter, and YouTube.
- Facebook is, by far, the best place to reach shoppers—both because it's where they already are, and it's where they want to hear from retailers.
- Customers mainly interact with retailers on social media sites to learn about products and promotions—a marketer's dream come true.

### They Like Us! They Really Like Us!

Of the 69 percent of online shoppers who say they use social media sites, more than half (56 percent) choose to proactively interact with companies on social sites by "friending" or "following" at least one retailer. This is an amazing testament to customer loyalty and interest in social engagement. Shoppers are actually choosing to engage in relationships with retailers on social sites.

However, two-thirds (61 percent) of online shoppers who interact with

companies on social media sites "friend" or "follow" fewer than five companies. Retailers: Our customers are giving very few of us their ear. We need to do our part in maintaining these relationships with the kind of content and engagement these



customers want and deserve.

On the other hand, nearly one-fifth of social media users interact with 11 or more retailers on social sites. There are shoppers out there with large numbers of retail connections.

There is a payoff to these relationships. The highest levels of satisfaction with retailers' own sites were found among shoppers who interacted on the largest numbers of social media sites. In fact, site visitors who also interact with a company on a social media site are more satisfied, more committed to the brand, and more likely to make future purchases from that company.

This is a bit of a chicken-and-



**Of the 69 percent of online shoppers who say they use social media sites, more than half (56 percent) choose to proactively interact with companies on social sites by “friending” or “following” at least one retailer.**

egg phenomenon. It is likely that the customers who are more satisfied and loyal to begin with are the ones who will friend us on Facebook or subscribe to our YouTube channels. However, research shows that when retailers provide rewarding social media experiences, customers become even more satisfied and loyal.

In other words, it's a cycle. Our most loyal customers are likely to reach out to us on social media, but it's how we interact with them once there that fosters greater loyalty and the likelihood to buy from us in the future.

### Facebook is Where It's At

In terms of pure usage, more than half of all online shoppers frequent Facebook, while one-third of shoppers say they don't use any social networking sites. One-fifth visit YouTube. Facebook's dominance is even more apparent when we narrow our focus to shoppers who visit social sites regularly. Among online shoppers who engage in social media, more than 80 percent are using Facebook.

This information confirms what we already know: Facebook is hugely popular. In fact, if Facebook were a country, its “population” would make it the world's fourth largest. However, an unofficial look at the Facebook pages of the Top 100 online retailers (by sales volume, according to Internet Retailer) reveals that one-quarter do not have any formal Facebook presence and another quarter have fewer than 10,000 fans. In other words, half of the top online retailers have a minimal to nonexistent Facebook presence.

### Give the People What They Want

The study shows that while technical support is one option essential to the medium, far more people use social networking with retailers to learn about sales and product information. About 49 percent of respondents who “friend” or “follow” companies through social media do so to learn about special deals and options. Close behind, 45 percent of users do it to learn about products. Only 5 percent use social media primarily for customer support. This should be exactly what marketers want to hear: they want our information, sales and specials. We just have to learn how to give it to them effectively.

These findings run somewhat counter to the conventional wisdom that you have to engage users on social media with snappy content and avoid being too “salesy.” Although snappy content can help to engage consumers, they follow retailers because of brand, deals, and products, not our witty repartee. If we're smart about our Facebook content, we won't turn anybody off.

### Conclusion

Get a Facebook page! Make sure you have someone to monitor it and post good, timely information. Promote it to your most loyal customers through your regular communications venues (emails, ads, stores, coupons, etc.). Use your Facebook page to post promotions and product information.

I'm making it sound simpler than it really is. There are a lot of ins and outs to social media, and the right formula will differ for each company. But for those retailers who have a poor to middling presence on Facebook, it's

a good place to start while you figure out how social media plays into your strategy.

Here's a truly revolutionary idea: Don't listen to all of my ideas and opinions about what your customers and prospects want based only on this one study. It's a good start, but find out from your customers what they want.



**What is the main reason you interact with this company through social media?**



Find out what social media sites they frequent. Find out whether they want sales or coupons or technical support or product information. Find out how satisfied they are with your current social media efforts and how likely they are to purchase, return, and recommend your business as a result of your interactions. There's a lot about social media and online marketing initiatives that is really hard to figure out, but asking customers what they want from you is a great way to begin.

*Kevin Ertell is vice president of retail strategy at ForeSee Results.*

# Lipari: 'Take Care of the Customer'

By Beverly Sturtevant

Jim Lipari began distributing products from the back of his Ford station wagon in the early 1950s, but his big break came in 1967 when Frank's Tea & Spice appointed Lipari as its distributor. Jim was soon known as the spice man on the street, and his customer base included many independent supermarkets that valued Jim's strong customer-service skills.

With the addition of Jim's son, Thom, in 1971, Lipari moved into the deli business—first with cheese, ham, and salami and then with frozen dough. Lipari Foods was the first company in Southeastern Michigan to market in-store frozen dough to bakeries and independent grocers.

With the addition of deli products followed by full-line



succeed," he adds. "We offer merchandising suggestions and assistance, operational assistance through our category specialists, and the largest promotional offering in the industry."

## New Products on the Horizon

Lipari continues to source not only locally but also nationally and globally, for products "that our customers don't even know they need," says Thom Lipari. "New products are what help Lipari customers stay ahead of their competition," he adds.

In March, Lipari introduced the Wholey Boil-in-a-Bag Seafood line, which includes seven varieties of salmon, tilapia, and shrimp entrees in unique sauces. The new product line recently placed 8th in the new item category at the International Boston Seafood Show. These products were introduced and created by Lipari.

Additional products include a new import cheese program, new Lipari pie program, new bottle box packaging, and a new bulk spice program.

## Why AFPD?

AFPD was the first trade organization that Lipari Foods ever joined, and the company has been a member for many years. "A rough economy is the best reason to stay involved with the people and organizations that have been with you during the good times," says Thom. "We understand the value of AFPD and how hard the association works for our customers and for us. From the legislative work being done at the capitol to the coordination of services for the retail customer, the value of AFPD membership is bigger than ever."

## What's Next?

Thom Lipari says the company continues to research "what's next," even though the evolution of the industry seems to be "a little elusive." In its quest to be the "premier perimeter provider" (meaning specializing in departments that are located in the perimeter of a supermarket), Lipari will look in other areas that may require special handling or distribution methods to help customers consolidate purchases.

"We believe technology will be a driving force in the future," says Thom. "Staying in touch with customers and making it easy for them to communicate their needs to us will be critical."

We continue to research web and social media programs and vehicles to achieve this. Our constant search for what's new and staying up to date will make us the first place customers will look."

*Beverly Sturtevant is assistant editor for AFPD's Bottom Line.*



bakery, packaging, confections—and the company's most recent addition, seafood and retail meats—the Lipari product line has expanded into an excellent selection of specialty and imported items and foodservice offerings.

Since 1995, Lipari Foods has experienced tremendous growth. The company's facility in Warren, Mich. is now more than 270,000 square feet. Overall, the privately held Lipari Foods employs 580 people, with 414 working in Michigan.

The driving force behind the company has always been Jim Lipari's philosophy: "Take care of the customer." These are not just words at Lipari. For instance, instead of using computers to handle some store demands, Lipari hires additional salespeople as business expands. "Technology is not used to eliminate salespeople; it is used to help our salespeople so we can maintain a high level of customer service," says Thom Lipari.

"From the sales rep. who ensures that customers are satisfied to the drivers who take product to the proper department, we do whatever possible to help customers



## Free Clinics Give a Helping Hand

With the unemployment rate currently at 5.3 percent, more Michigan residents than ever are going without health insurance. This has increased the need for free health clinics across the state.

To support this important community resource, Blue Cross Blue Shield of Michigan has awarded \$1 million in grants to 47 free clinics throughout the state. The grants are helping the clinics provide health services to individuals and families who are underinsured or do not have health insurance. About 2.5 million Michigan residents younger than 65 years old went without health insurance at some time between 2007 and 2008.

"In these difficult times, free clinics are putting health care in reach for people who need it," said Lynda Rossi, Blues vice president for social mission and public affairs.

Free clinics are a place for uninsured people to turn to for quality health care. Uninsured residents who get care in free clinics often would otherwise delay seeing a physician because of the cost. Delay often leads to more expensive care in emergency rooms and even hospital stays."

The Blues have contributed \$5 million to free clinics since 2005. Access to free clinics helps curb the rising cost of health care. This year's grant program aims to help clinics provide important services like primary care and behavioral health care, case management, dental services, specialty and diagnostic care, and prescription drugs. Michigan free clinics were able to provide an estimated 122,000 patient visits combined.

You can view a list of 2010 free clinic grant recipients at [bcbsm.com](http://bcbsm.com). ■■■■



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[bcbsm.com](http://bcbsm.com) [MBCN.com](http://MBCN.com)

**[bcbsm.com/outcomes](http://bcbsm.com/outcomes)**

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# SUPPORT THESE AFPD SUPPLIER MEMBERS

## ASSOCIATIONS/CHAMBER OF COMMERCE

AMR - Association Management Resources (734) 971-0000  
Chaldean American Chamber of Commerce (248) 538-3700

## ATM

American Communications of Ohio (614) 855-7790  
ATM of America (248) 932-5400  
Elite Bank Card ATM's (248) 594-3322

## BAKERIES

Great Lakes Baking Co (313) 865-6360  
Interstate Brands/Wonder Bread/Hostess (248) 588-3954  
Michigan Baking Co - Hearth Oven Bakers (313) 875-7246

## BANKING & INVESTING

**AFPD Lincoln Financial Group Advisors** (248) 948-5124  
Bank of Michigan (248) 865-1300  
Huntington Bank (248) 626-3970  
Paramount Bank (248) 538-8600  
Peoples State Bank (248) 548-2900

## BEER DISTRIBUTORS

Eastown Distributors (313) 867-6900  
Great Lakes Beverage (313) 865-3900

## BOOKKEEPING/ACCOUNTING CPA

Alkamano & Associates (248) 865-8500  
Just-In-Time CFO Solutions (734) 730-4737  
Lis, McEvilly & Associates (734) 266-8120  
Marconi/EK Williams & Co (614) 837-7928  
Shimoun, Yaldo & Associates, P.C. (248) 851-7900  
UHY-US (248) 355-1040  
Wallon Business Management Solutions (248) 320-2545

## BUSINESS COMMUNICATIONS

**AFPD Comcast** (248) 343-9348  
Clear Rate Communications (248) 556-4537

## CHECK CASHING SYSTEMS

Secure Check Cashing (248) 548-3020

## CHICKEN SUPPLIERS

Knspey Krunchy Chicken (248) 821-1721  
Taylor Freezer (734) 525-2535

## CHIPS, SNACKS & CANDY

**AFPD Frito-Lay, Inc.** 1-800-359-5914  
Better Made Snack Foods (313) 925-4774  
Detroit Popcorn Company (313) 835-3600  
Energy Club (586) 246-4969  
Kar's Nut Products Company (248) 588-1903  
Motown Snacks (Lays, Cape Cod, Tostitos, Archway, Shells, Doritos) (313) 931-3205  
Snyder's of Hanover (734) 326-5971  
Uncle Ray's Potato Chips 1-800-800-3286

## COFFEE DISTRIBUTOR

**AFPD New England Coffee Co** (717) 733-4036

## CONSTRUCTION & BUILDING

Advanced Commercial Roofing (Allan Saroki) 1-800-543-8881  
Avedian Development (248) 766-2543  
DKI Demolition & General Construction (248) 538-9910  
LDT Engineering LLC (616) 638-2147

## CONSULTING & MARKETING

Flynn Environmental, Inc (330) 499-1000  
Our Town (248) 623-3298

## CREDIT CARD PROCESSING

**AFPD Chase Paymentech** 1-856-428-4966

## C-STORE & TOBACCO DISTRIBUTORS

**AFPD Liberty USA** (412) 461-2700  
Bull Dog Wholesale 1-877-666-3226  
H T Hackney-Grand Rapids 1-800-874-5550  
United Custom Distribution (248) 356-7300

## DISPLAYS, KIOSKS & FIXTURES

Detroit Store Fixtures (313) 341-3255  
DVDNow Kiosks 1-877-849-4272  
Rainbow Hi Tech (313) 794-7355

## EGG SUPPLIER

Linwood Egg Company (248) 524-9550

## ENERGY, LIGHTING & UTILITIES

DTE Energy 1-800-477-4747  
Energy Sciences (248) 792-9287  
National Resource Management (781) 828-8877

## FOOD EQUIPMENT & MACHINERY

Culinary Products (989) 754-2457

## FOOD RESCUE

Forgotten Harvest (248) 967-1500  
Gleaners Community Food Bank (313) 923-3535

## GASOLINE WHOLESALER

Central Ohio Petroleum Marketers (614) 889-1860  
Certified Oil (614) 421-7500  
Gilligan Oil Co. of Columbus, Inc 1-800-355-9342  
PAP Oil Company (934) 667-1166  
Superior Petroleum Equipment (614) 539-1200

## GREETING CARDS

**AFPD Leanin' Tree** 1-800-556-7819 ext. 4183

## GROCERY WHOLESALERS & DISTRIBUTORS

Affiliated Foods Midwest (262) 654-6911  
Burnette Foods, Inc (231) 264-8111  
Capital Sales Company (248) 542-4111  
Cateraid, Inc (517) 546-8217  
D&B Grocers Wholesale (734) 513-1711  
Fun Energy Foods (269) 934-7111  
General Wholesale (248) 355-0111  
George Enterprises, Inc (248) 851-0111  
Great North Foods (989) 356-2211  
HKJ, Inc - Wholesale Grocery (248) 930-3211  
Jerusalem Foods (313) 846-1711  
MGL Select (734) 524-0111  
Nash Finch (989) 746-0111  
Spartan Stores, Inc (616) 878-2211  
SUPERVALU (937) 374-7111  
Universal Wholesale (248) 559-7111

## ICE CREAM SUPPLIERS

**AFPD Nestle/Edy's Grand Ice Cream** 1-800-328-3397 ext. 1401  
Frosty Products (734) 454-0111  
Pars Ice Cream Co (313) 291-7211

## ICE PRODUCTS

Arctic Glacier, Inc 1-800-327-2911  
Home City Ice 1-800-759-4411  
U.S. Ice Corp (313) 862-3311

## INSURANCE SERVICES

**AFPD North Pointe Insurance** 1-800-229-4742  
**AFPD BCBS of Michigan** 1-800-666-6233  
**AFPD CareWorks** 1-800-837-3200 ext. 7111  
**AFPD Cox Specialty Markets (North Pointe)**  
(Underground Storage Tank Insurance) 1-800-648-4111  
Benchmark Financial Ltd (248) 642-0111  
Bencivenga Insurance (Agent John Bencivenga) (248) 931-1011  
CIA Financial Group (586) 799-4111  
Community Care Associates (313) 961-3100 ext. 2211  
Danno Insurance Agency (248) 649-1711  
Farm Bureau-Jason Schoeberlein (517) 522-3111  
Frank McBride Jr., Inc (586) 445-2111  
Gadaleto, Ramsby & Assoc 1-800-263-3111  
GLP Insurance Services (248) 848-0111  
Great Northern Insurance Agency (248) 856-8111  
Hedman Anglin Bara & Associates Agency (614) 486-7111  
Merem Insurance Services (248) 921-1011  
Paul Jaboro (East West Insurance Group) (586) 291-4111  
Rocky Husaynu & Associates (248) 851-2211  
Underwriters Group, Inc (248) 855-2111  
USTI (440) 247-3711



# SUPPORT THESE AFD SUPPLIER MEMBERS

## INVENTORY SERVICES

PCS Inventory	1-888-303-8482
Retail Inventory Services Ltd	(586) 977-3435
Target Inventory	(586) 718-4695

## LEGAL SERVICES

<b>AFD</b> *Bellanca, Beattie, DeLisle	(313) 882-1100
<b>AFD</b> **Pepple & Waggoner, Ltd.	(216) 520-0088
Denha & Associates	(248) 265-4100
Jappaya Law, PC	(248) 626-6800
Kecskes, Gadd & Silver, PC	(734) 354-8600
Mekani Orow, Mekani, Shalal & Hinds P.C.	(248) 223-9830

## LOTTERY

STech Corporation	(517) 272-3302
Michigan Lottery	(517) 335-5648
Ohio Lottery	1-800-589-6446

## MAGAZINE & TRADE PUBLICATION

Chaldean News	(248) 932-3100
Chaldean Times	(248) 865-2890
Detroit Free Press	(313) 222-6400
Detroit News	(313) 222-2000
KB News	(586) 978-7986
Michigan Chronicle	(313) 963-5522
Suburban News/Magazines	(248) 945-4900
USA Today	(248) 926-0200

## MEAT & DELI DISTRIBUTORS

Alto 2 Portion Control Meats	(419) 358-2926
C Roy & Sons	(810) 387-3975
Dairy Fresh Foods	(313) 295-6300
Dearborn Sausage	(313) 475-0048
Lipan Foods	(586) 447-3500
Piquette Market	(313) 875-5531
Shenwood Foods Distributors	(313) 659-7300
Weeks Food Corp	(586) 727-3535
Wolverine Packing Company	(313) 259-7500

## MILK, DAIRY & CHEESE PRODUCTS

<b>AFD</b> *Prairie Farms Dairy Co.	(248) 399-6300
<b>AFD</b> **Dairymens	(216) 214-7342
<b>AFD</b> **H. Meyer Dairy	(513) 948-8811
<b>AFD</b> **Modern Foods	(606) 255-6045
Country Fresh/Melody Farms	1-800-748-0480

## MISCELLANEOUS

7 Brothers Dish LLC	(248) 747-3474
Hollywood Sunglasses	1-888-478-6932

## MONEY ORDERS/MONEY TRANSFER/ BILL PAYMENT

<b>AFD</b> MoneyGram International	MI (517) 292-1434
	OH (614) 878-7172
IPP of America	(973) 830-1918

## OFFICE SUPPLIES

<b>AFD</b> Staples	1-800-693-9900 ext. 584
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## PAYROLL PROCESSING

<b>AFD</b> ADP - Automatic Data Processing	1-877-634-1434
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## PHONE/CELLULAR/PHONE CARDS

Communications Warehouse	1-888-549-2355
Wireless Experts (AirVoice cell phones)	1-800-944-CELL

## PIZZA SUPPLIERS

Dough & Spice	(586) 756-6100
Hunt Brothers Pizza	(615) 259-2629

## POINT OF SALE/REGISTERS

BMC	(517) 485-1732
Great Lakes Data Systems	(248) 356-4100

## PRINTING, PUBLISHING & SIGNAGE

International Outdoor	(248) 489-8989
Michigan Logos	(517) 337-2267
Wall Kempski Graphics	(586) 775-7528

## PRODUCE DISTRIBUTORS

Heeren Brothers Produce	(616) 452-2101
Tom Macen & Son, Inc.	(313) 568-0557

## PROPANE

AmeriGas Propane	(231) 924-8495
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## REAL ESTATE

Judeh & Associates (Assessor)	(313) 277-7989
Kuzana Enterprises (Property Management)	(248) 210-8229
Lighthouse Real Estate	(248) 210-8229
Signature Associates - Angela Arcon	(248) 359-3838
The Saleh Group	(614) 419-5678

## RECYCLING

Smart Way Recycling	(248) 789-7190
WasteONE	(810) 624-9993

## REFRIGERATION

Sky Services LLC	(586) 556-0083
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## REVERSE VENDING MACHINES/RECYCLING

Kansmacker	(517) 374-8807
TOMRA Michigan	1-800-610-4866

## SECURITY SURVEILLANCE/ COMPUTER SERVICES

<b>AFD</b> MIST Innovations	(313) 974-6786
Bnnk's Inc.	(313) 496-3556
Central Alarm Signal	(313) 864-8900

## SHELF TAGS

JAYD Tags	(248) 730-2403
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## SODA POP, WATER, JUICES & OTHER BEVERAGES

<b>AFD</b> *Intrastate Distributors (Arizona program)	(313) 892-3000
<b>AFD</b> *Monster Energy Program	1-800-666-6233
<b>AFD</b> *Pepsi Program	1-888-560-2616
7UP Bottling Group	(313) 937-3500
Absopure Water Co.	1-800-334-1064
Beverage Plus	(702) 586-0249
Central Wholesale Food & Beverage	(313) 834-8800
Coca-Cola Bottlers of MI	
	Auburn Hills (248) 373-2653
	Belleville (734) 397-2700
	Metro Detroit (313) 868-2008
	Port Huron (810) 982-8501
Coca-Cola Bottling - Cleveland	(216) 690-2653
Faygo Beverages, Inc.	(313) 925-1600
Garden Food Distributors	(313) 584-2800
Grandad's Sweet Tea	(313) 320-4446
Pepsi Beverages Company	Detroit 1-800-368-9945
	Howell 1-800-878-8239
	Pontiac (248) 334-3512
United Brands Company	(619) 461-5220

## TOBACCO COMPANIES

Altna Client Services	(513) 831-5510
Capitol Cigars	(248) 255-8747
Nat Sherman	(201) 735-9000
R J Reynolds	(336) 741-0727
Snappy Cigs (electronic cigarettes)	(248) 747-5130

## WINE & SPIRITS COMPANIES

Beam Global	(248) 471-2280
Diageo	1-800-462-6504

## WINE & SPIRITS DISTRIBUTORS

Brown-Forman Beverage Company	(248) 393-1340
Galaxy Wine	(734) 425-2990
Great Lakes Wine & Spirits	(313) 867-0521
National Wine & Spirits	1-888-697-6424
	1-888-642-4697

**AFPD** indicates supplier program that has been endorsed by AFPD.

\* Indicates supplier only available in Michigan

\*\* Indicates supplier only available in Ohio

## New Products



### McClure's Pickles Spicy Bloody Mary Mixer

Made with spicy pickle brine, tomato paste, fresh pressed cucumber juice, and other fresh ingredients, this Bloody Mary mixer can be consumed as a spicy vegetable juice cocktail or with a favorite vodka.

### Valentine Vodka

Internationally awarded Valentine Vodka is an artisan distilled spirit, the brainchild of Michigan native Rifino Valentine. Valentine Vodka combines a true artisan spirit with old-world distilling techniques. "We produce Valentine Vodka in limited batches, using only the best locally grown ingredients,"

says

Valentine.

"Additionally,

we are one of the first distilleries in the world to use a multi-grain recipe of red Michigan wheat, barley, and corn." With tasting notes of vanilla and caramel balanced with a natural sweetness, Valentine has created a premium vodka, produced right here in Michigan.



### LDT Space Savers

LDT Engineering is debuting a space-saving product for freezers and coolers. These mobile storage systems can double the storage capacity of an existing storage system, without increasing the storage area. It can even utilize an existing rack system, maximizing space with a much smaller investment.



The company uses 5S organization techniques to look at each customer's specific application, working with them to create an efficient and productive visual inventory system. Stockers can easily locate stock and get it placed on the storage racks in an ergonomic fashion.

### Grandad's Sweet Tea

This Michigan-based company started in 2008. The taste is definitely different from other sweet tea beverages. Made with real tea, it uses premium, all-natural ingredients, has no aftertaste, and tastes great served hot or cold. Grandad's is proudest of what's not in its tea. Therefore, the product comes in a clear, safe plastic bottle—there's no sediment to hide and no shaking required. Flavors include Original, Splash of Lemon, and Unsweetened. The sweetened product is made with real sugar, contains no high fructose corn syrup, and is decaffeinated.



### Capitol Cigar E-Health Cigarettes

Smoke anywhere and everywhere. Capitol Cigar delivers E-Health-Cigarettes to all retailers across Michigan.

Item comes

with cigarette battery,

atomizer, 10 cartridges, USB charger,

home charger, and car charger adapters.

Capitol Cigar has been a premium cigar and tobacco wholesaler for the State of Michigan for more than eight years.



## Calendar

AFPD  
1910 100 2010

July 14, 2010

AFPD's Annual Michigan Golf Open  
Fox Hills Golf Course  
8768 N. Territorial, Plymouth, MI 48170

July 22, 2010

6th Annual AFPD/Liberty USA Golf Out  
Weymouth Golf Club  
3946 Weymouth Rd., Medina, OH 44221

August 3, 2010

Joseph D. Sarafa Annual  
Scholarship Luncheon  
Detroit Institute of Arts  
5200 Woodward Ave., Detroit, MI 48226

Call Lauren Kopitz—800-666-6233  
more information on all events

### Statement of Ownership

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