

ARIZONA FOOD INDUSTRY **JOURNAL**

May 2009

Chip Radossevich,
Regional Manager
Daisy Brand

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ON THE COVER

Chip Radossevich,
 Regional Manager Daisy Brand

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INDUSTRY & GOVERNMENT

... a summary of the issues that affect your business.

"Nearly all men can stand adversity, but if you want to test a man's character, give him power."

—Abraham Lincoln



STATE ISSUES

State Equalization Property Tax Repeal

HB 2073 passed House Rules and Caucus this week. It awaits placement on the Committee of the Whole agenda. (This legislation would repeal the state equalization assistance property tax, which has been suspended since 2006 but is scheduled to resume in 2009).

State Debt; Expenditures; Report

HB 2279 was heard in the Committee of the Whole on 4/2. It awaits placement on the third read agenda. (The Department of Revenue already compiles information regarding state debt issuance. This legislation would require them to submit this information addressing state debt and expenditures to JLBC for analysis reporting).

State Budget; Revenues; Expenditures; Report

HB 2280 was heard in the Committee of the Whole on 3/24. It awaits placement on the third read agenda. (This bill requires that each year the budget report, the Governor's website and the Economic Estimates Commission, include a statement indicating if state revenues will or will not exceed the previous year).

Council on Efficient Government

SB 1466 was introduced by Senator Pamela Gorman on 2/3/09 and is awaiting committee assignment. (A seven-member Council on Efficient Government is established to review the level of service provided by government agencies and to determine whether efficiencies could be attained or the service could be improved through privatization. Also includes procedures by which to review and analyze a business case for privatization).

Administrative Rules Oversight Committee

HB 2401 was heard in the Committee of the Whole and third read on March 11th. The bill passed out of the House of Representatives with a vote of 39-6-5 and has been transmitted to the Arizona Senate. (This bill will re-establish the 11-member Administrative Rules Oversight Committee, consisting of 5 members of the House of Representatives, 5 members of the Senate and the governor or the governor's designee).

Rule Making; State Agencies; Moratorium

HB 2240 was third read on March 11 and passed out of the House of Representatives with a vote of 36-20-4. The bill has been transmitted to the Arizona Senate. (This legislation would require a two-year moratorium on rulemaking where costs outweigh the public benefit).

Secret Ballot; Protecting Fundamental Right

HCM 2004 was heard in the Committee of the Whole and third read on March 11. It passed out of the House of Representatives with a vote of 33-19-8 and has been transmitted to the Arizona Senate. (This memorial would inform Congress of Arizona's opposition to the Employee Free Choice Act and our support of protecting the fundamental right to a secret ballot).

Secret Ballot; Fundamental Right

SCR 1026 was introduced by Senator Jonathon Paton on 1/27 and is awaiting committee assignment. (The 2010 general election is to carry the question whether to amend the state constitution to add an article guaranteeing the right of persons to vote by secret ballot in elections of public officers, ballot measures or union representation).

Aquifer Protection Permits; Natural Gas

HB 2352 was heard in the Committee of the Whole on 3/31. It awaits placement on the third read agenda. (The list of items exempt from aquifer protection permitting requirements is expanded to include class II injection wells used in connection with natural gas storage projects and subject to the state federal regulations e.g., the Safe Drinking Water Act).

Burden of Proof; Emergency Treatment

SB 1018 was introduced by Senator Carolyn Allen on 12/23/08 and is awaiting committee assignment. (The bill clarifies that the standard of proof necessary to establish medical malpractice for emergency departments is set as "clear and convincing." For malpractice in labor and delivery cases, the standard of clear and convincing evidence is expanded to include cases when the patient's medical information is not "immediately" available (formerly a malpractice case would be brought with a lower standard of proof if the patient's medical records were not "reasonably" available).

REGULATORY ISSUES

Tucson Adopts Ordinance to Encourage Plastic Bag Recycling

In March, Tucson's Mayor and City Council adopted an ordinance that will require retail establishments to offer in-store recycling for plastic bags. The ordinance is the most stringent of its kind adopted in Arizona.

Since May 2008, Environmental Services (ES) staff has been working with the Mayor and Council, the Arizona Food Marketing Alliance and the Arizona Retailers Association to develop an ordinance aimed at encouraging recycling of plastic bags by making it more convenient for consumers to recycle. It promotes the use of reusable bags which is the best alternative in shopping. The ordinance will affect grocery and drug stores within the City limits that are larger than 10,000 square feet and have two or more locations. In addition to the in-store recycling centers, the retail establishments must provide reusable bags for purchase, and report twice a year on the amount of plastic bags recycled. "We have been strong supporters of plastic bag recycling here in Arizona and look forward to working with the City and residents of Tucson to make this a successful program. We encourage everyone to recycle their plastic bags at any of the available retail locations," said Tim McCabe, President, Arizona Food Marketing Alliance.

Plastic bags are a significant source of litter along our roadways and in open spaces throughout the community and represent a nuisance when discarded in residential recycling bins. When bags are incorrectly disposed of in blue barrels, they can get caught up in sorting equipment at the recycling facility causing shutdowns and increased repair costs. When they are disposed of in the trash containers without being secured, they are easily blown off property at the landfill resulting in increased litter control costs. Plastic bags are a significant source of litter in the City.

"While this ordinance is the most stringent of its kind in Arizona," said Andrew Quigley, ES Director, "it was developed in partnership with the grocer's association and the retailers. This is meant to encourage consumers to recycle by making it easy and convenient, and to provide us with some data so we can evaluate the ordinance's impact."

The ordinance will become effective in July 2009. For more information, visit the ES website at www.tucsonaz.gov/esd

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One Who Yawns

By Jack L. August, Ph.D.

During World War II, Arizona's senior senator, Carl Hayden, called on his junior colleague from Missouri, Harry Truman, and quizzed him about a rallying cry that had gained favor among U.S. Army Air Force paratroopers. "Why on earth," Hayden asked, "do these young men shout "Geronimo!" when they leap out of the plane? He killed some of my classmates when I was growing up in the Arizona Territory and we thought he was an outlaw and murderer." Indeed, Hayden's and Geronimo's lives crossed paths in the late 1870s and 1880s and the man who became leader of the Chiricahua band of Apaches had somehow emerged as a kind of military symbol due, in part, to his tenacious resistance to western civilization and devotion to his traditional way of life. Yet his remarkable life was overshadowed by an incredibly sad demise and belies the enduring Southwest myth and legend that transformed itself into American folklore.

Goyathlay, "One Who Yawns" in the Athapaskan language of the Apaches, better known as "Geronimo," was born June 16, 1829 to the Bedonkohe band of Apache on a tributary of the Gila River in what is now New Mexico. He had three brothers and four sisters. He married the first of many wives, Alope, when he was 17 and fathered three children. His life changed in March 1851 when a company of 400 Mexican soldiers from Sonora attacked Geronimo's camp outside Janos, Chihuahua in Mexico while the men were in town trading. Among those killed were Alope, his children, and his mother. He devoted much time raiding Mexican villages in revenge for the loss of his mother, wife, and children and he earned his name, Geronimo--a reference to the Mexican's plea to San Geronimo (Saint Jerome)--in battle against Mexican soldiers in which he repeatedly attacked Mexican soldiers with a knife while ignoring hails of bullets.

In his late teens and early twenties he emerged as a military leader. As a Chiricahua Apache, this meant he was just one of many with special spiritual insights and abilities known as "Power." Among these were the ability to survive gunshots and indeed Geronimo was wounded countless times but always survived. Men followed him of their own free will and declared he was protected by "Usen", the Apache high-god. His raiding raged along the northern Mexican Provinces and later American locations across Arizona, New Mexico, and western Texas.

Significantly Geronimo resisted both Mexican and United States troops and became famous for his daring exploits and numerous escapes from capture from 1858 to 1886. At the end of his military career, he led a small band of 36 men, women, and children. They evaded thousands of Mexican and American troops for over a year. His band was one of the last major forces of

independent Indian warriors who refused to acknowledge the United States government in the American Southwest.



Geronimo

In 1886, General Nelson Miles selected Captain Henry Lawton from Ft. Huachuca to lead the expedition that captured Geronimo. Lawton was to pursue, subdue, and return Geronimo to U.S. authorities, dead or alive. Worn out, Geronimo and his little band returned with Lawton and officially surrendered to General Miles on September 4, 1886 at Skeleton Canyon, Arizona Territory. Lawton's

official report of September 9, 1886 outlined the actions of his unit and gave credit to a number of his troopers for their efforts. Geronimo credited Lawton's tenacity for wearing his recalcitrant band down with constant pursuit.

Geronimo lived in captivity for the last twenty-three years of his life. He and his followers were sent as prisoners to Ft. Pickens in Pensacola, Florida. They were then transferred to Mount Vernon Barracks in Alabama for seven years and in 1894 they were moved to Ft. Sill, Oklahoma. As he grew older Geronimo, almost inconceivably, became a celebrity. He represented something of a lost and halcyon past of the wild and untamed American West. He appeared at exhibitions and fairs, including the 1904 World's Fair in St. Louis. Young Carl Hayden, then-Maricopa County Treasurer in Arizona Territory and delegate to the Democratic National Convention taking place in St. Louis at the same time as the World's Fair, toured that grand event and wrote his mother that he "saw Geronimo, caged like an animal, selling souvenirs and pictures of himself." And though Geronimo rode in President Theodore Roosevelt's 1905 inaugural parade, he was never allowed to return to his native land. Trotting him out like a circus attraction then parading him through the streets of Washington for a presidential inauguration was a damning reflection of the cultural mores of the era and symbolized the weaknesses of American Indian policy in the early twentieth century. Geronimo died of pneumonia on February 17, 1909 as a prisoner of the United States at Ft. Sill, Oklahoma and was buried at the Apache Indian Prisoner of War Cemetery at the facility.

Dr. Jack L. August, Jr. serves as Executive Director of the Barry Goldwater Center for the Southwest and Visiting Scholar in Legal History at Snell and Wilmer L.L.P. He has taught at the University of Houston, the University of Northern British Columbia, Prescott College, and Northern Arizona University, where his courses focused on the American West and environmental history. He is a former Fulbright Scholar, National Endowment for the Humanities Research Fellow, and Pulitzer Prize nominee for his volume, Vision in the Desert: Carl Hayden and Hydropolitics in the American Southwest (Ft. Worth: TCU Press, 1999). He is coauthor with former Arizona Senator Dennis DeConcini of Senator Dennis DeConcini: From the Center of the Aisle (Tucson: University of Arizona Press, 2006). His critically acclaimed volume, Dividing Western Waters: Mark Wilmer and Arizona v California (Ft. Worth: TCU Press, 2007), was a significant addition to the fields of environmental and legal history and his most recent book is Adversity is My Angel: The Life and Career of Raul H. Castro (Ft. Worth: TCU Press, 2009) Arizona's first and only Hispanic governor, who also served Pima County Attorney, Superior Court Judge, and ambassador to El Salvador, Bolivia, and Argentina.



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Food Flops & Follies

Grocery manufacturers are famous for their innovation and new product development. New product success rates have given support to the adage that new items are the lifeblood of the food industry. But for all the supermarket new item wins, there have also been some spectacular losers. So with the 20/20 vision of hindsight, let's have some fun with the failures.

Be Yourself!

Brand managers just can't resist the temptation to stretch their brand equity. They often do so at their own peril. Bic made the concept of disposable products famous. Bic disposable lighters and razors were winners.....Bic underwear turned out to be a disposable idea. Colgate is a trusted toothpaste brand.....Colgate Kitchen Entrees didn't resonate. Cosmopolitan is a popular magazine.....Cosmopolitan Yogurt was a lousy edition. Frito Lay is the snack brand that leads the pack.....Frito Lay Lemonade trailed the field. Ben Gay goes on your skin.....Ben Gay aspirin didn't go anywhere. Life Savers are so familiar you can imagine their sweet distinctive flavors....Life Savers soda pop was not such a sweet idea. Coors and its Rocky Mountain connection works well for beer....Coors Rocky Mountain Spring water just didn't work. The best example of forgetting what your brand means, though, goes to Gerber. The name synonymous with baby food came out with Gerber Singles....for adults! It begged the question.....Were they "kidding"?

What Were They Thinking!

Many new products ultimately fail, but you can usually understand the logic or concept that got them launched (more on that later). On the other hand, there are items that came and went leaving you scratching your head wondering, "What were they thinking?" Examples of these senseless new item introductions include:

- Baked cat food....parsnip chips....aerosol mustard....Cocaine Energy Drink....microwave ice cream sundaes....garlic cake....Hey, There's a Monster in my Room.

Hey, There's a Monster in my Room was a room freshener spray that smelled like bubble gum. The name was supposed to ease children's fears. It turned out to do the opposite....duh! Robert McMath's book titled "What Were They Thinking?" offers great insight on new product introductions. He reviewed over "80,000 new product innovations and idiocies" to make this a must-read for marketers.

It Sounded like a Good Idea at the Time

Campbell's Souper Combos was a cleverly named frozen food offering of a bowl of soup and a sandwich. The problem was that the consumer neither wanted their soup or a sandwich to come out of the freezer. Frito Lay's Wow brand of fat free chips looked like a winner until those nasty rumors of digestive distress stopped it in its tracks. Colgate's Bambeanos roasted soybeans met a similar fate when they became associated with flatulence, never something you want in the same sentence as your brand. Uncle Ben's rice with calcium seemed timely, because calcium as an additive was hot. Unfortunately, the public just didn't associate rice with calcium. Premier smokeless cigarettes were a brilliant concept except for one small detail. Nearly everyone liked the idea of a smokeless cigarette except smokers. Maxwell House Ready to Drink Coffee was supposed to appeal because it was convenient. But the process of opening the refrigerator to get it, pouring it and then microwaving it wasn't all that convenient.

Nothing can slow the growth of bottled water, right? The Thirsty Dog, bottled water for dogs, introduction broke that winning streak. Its two awkward flavors of Crispy Beef and Tangy Fish wound up in too few dog bowls. Chicken is so popular it could likely be on your dinner table tonight. Chicken Tonight, though, turned out to be not so popular. Salsa consumption continues to gain on ketchup. Heinz Salsa Ketchup was thrown for a loss. Heinz does deserve credit for trying to capitalize on the fact that kids think ketchup and Ore Ida french fries are fun foods... And purple, pink and green ketchup was a fun idea. Fun withstanding, ketchup is red. Heinz really pushed the boundaries of the fun potential of food with Ore Ida Funky Fries. Blue french fries and chocolate flavored french fries generated more groans than laughs and experienced poor sales.

The Heavyweights of Product Flops

Coca-Cola and Pepsi-Cola have had their share of loser product introductions. Pepsi Blue, Edge and AM share the same characteristic as Coke's Surge and Vault. They were all instantly forgettable. On the other hand, Coke and Pepsi each had one of the most memorable new product failures of the past few decades. For some inexplicable reason, everybody was introducing clear, colorless versions of their brands in 1992. One

explanation for the attraction of the clear concept was that clear clarity had the appeal of purity. The reality was crystal clear products were just a fad and like most fads, in short order, they disappear. Pepsi has historically been good at differentiating fads from trends and exploiting the trends with new item offerings. Not this time. Crystal Pepsi was introduced in 1992 with an enormous advertising budget and little forethought. They misread the consumer on this one. First of all, the colorless sodas that already existed were all lemon-lime flavored, thus the consumer expected Crystal Pepsi to have that flavor profile. And, the consumer expected their cola to be the color of cola. Crystal Pepsi didn't sell and ultimately ended up where all fads get spoofed, on Saturday Night Live. A comedy bit on the show referred to a new clear product.....Crystal Gravy.

Coca-Cola's launch of New Coke in 1985 was a new item failure of Titanic proportions. In 1985, Coca-Cola was the leading soda pop brand. It is hard to imagine that they would choose to discontinue making the number one brand in the formula the public had been drinking for a century and introduce a replacement, reformulated cola. But that is exactly what they did. Ironically, it was data and research that led Coke to make that ill-fated decision. Demographics told Coke that as the population ages they will migrate more towards diet soda. And the increasingly important younger drinkers told Coke they favored the sweetness of Pepsi. Thus, New Coke would be a slightly sweeter version of original Coca-Cola. It turned out that there was not as much negative reaction to the new Coke as there was a groundswell of dissatisfaction over the absence of the old Coke formula. Less than three months after introducing New Coke, Coca-Cola was literally forced to reintroduce the original formula. To distinguish it from New Coke, they called it Classic Coke. This turned out to be a classic marketing stroke of genius as Coca-Cola's brand share then grew to even greater heights. The irony that a bad new item decision inadvertently led to a brilliant one made the marketing tale of New Coke a business school case study staple.

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Robert McMath, "What Were They Thinking?"

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Daisy BRAND

SOUR CREAM

— By Lisa Schnebly Heidinger —



Chip Radossevich

Sour cream. Maybe the words themselves aren't a delightfully evocative image. Sour cream is not popular in literature. Check the web, and the only reference is from Jewish Magazine, December 2008, where Nancy Z. Paul writes about her Bubbe's borsht being "a vision in hot pink, the color of bubblegum and cotton candy, once the right amount of sour cream was added."

Now, think about opening a carton. Picture it...white and clean as snow. Good sour cream is silky as a whisper, smooth as baby's skin, a drift of fresh lightness, or in the case of Daisy Brand Sour Cream, a dollop. Most people, if you say the word "dollop" to them they think "Daisy."

"Sour cream is almost always associated with special occasions," says Chip Radossevich, regional manager for Daisy Brand. "Think about it – you're making Mexican food or beef stroganoff, or maybe doing some baking, or you could be concocting your favorite dip. Something is going on, people are coming over. So people associate sour cream with good times."

Radossevich is a genial man whose easy demeanor is younger than his grey hair might suggest. Like Daisy Brand, Chip's roots are in Chicago. He grew up as a Cubs fan, going often to Wrigley Field. But his and Daisy Brand's paths didn't cross until later.

"The company is fourth-generation and still family-owned. That's kind of unusual in today's world." Unusual for two reasons: first, the company is still privately held (not that many are), and secondly, in this world of conglomerates diversifying and constantly creating new items, Daisy Brand moves at a very patient and methodical pace."

"Customers are always asking me, when are you going to come out with some new products, like yogurt? Why can't I buy Daisy butter or cream cheese? Daisy's current owner and president, David Sokolsky, has always said his goal was to make Daisy Brand the number one sour cream brand in America. And he wouldn't think about making anything else until he succeeded in doing just that. And now that has come to pass."

Daisy Brand manufacturers sour cream – original and light -- and has recently started to market and sell cottage cheese, but only on a limited basis.

While the advertising centers around the feel-good image of the famous dollop of Daisy, Radossevich says with pride that Daisy's actual, but less advertised goals, are purity and freshness.

"Look at the ingredients in sour cream," he says. "Some of them read like a phone book. Ours is just one line: grade A cultured cream."

More discussion than you might expect is conducted on various consumer websites about sour cream ingredients. You can find rants against guar gum, a preservative, and hot debate over what brand is the most natural, the most organic, or the tastiest.

Some sour creams rely heavily on additives to keep the product fresh. Radossevich says Daisy Brand's state-of-the-art factories rely on a sterile

manufacturing process. And because they are sticklers for purity at Daisy Brand management takes pride in having the longest “good until” freshness dates available in the category.

Many of us refer to that as the expiration date. In the business, it’s known as code life or shelf life.

“Our code life is 90 days,” says Radossevich proudly. “Three months of freshness. That’s a long time, and what it means is that if you open up a cup of Daisy three months after we make it, it will be as fresh as the day it was sealed.”

He adds that “once opened, all sour creams are vulnerable to contaminants, and thus can be susceptible to spoiling.”

Specializing in sour cream, Daisy Brand’s website boasts a host of recipes. Chef Michael, who goes by first name only on the website, has come up with a host of recipes in categories from “Appetizers and Snacks,” through “Breads,” “Casseroles,” “Desserts,” “Main Dishes,” and on through others to “Vegetarian.” These range from traditional, like gelatin desserts, to exotic, like formaggio flatbread and pesto dip.

And there are also high standards for anyone other than Chef Michael creating a Daisy Brand recipe.

“Lots of food-service outlets, restaurants and such, like to feature the Daisy logo on their menu,” says Radossevich. “Also if a grocery store wants to have a special display and sell Daisy for, say, a spinach dip recipe, it has to be tested in our kitchen – to make sure it works, and that it tastes good.”

Radossevich says “to most people, sour cream is about dips and dressings”. His own favorite recipe is even simpler, and he shares it: “Blend sour cream with powdered sugar, to taste. Then use it as a dip for fresh strawberries or raspberries.”

The current economic downturn hasn’t seemed to hurt Daisy Brand much, even though most of the time they’re not the lowest-priced sour cream on the shelf.

“People care about quality. Even in areas of the country where per capita incomes are generally lower, we are still the top selling brand,” Radossevich says.

The Daisy corporate headquarters are in Dallas, Texas where the Sokolsky family now resides. But a new Daisy factory opened last summer in Casa Grande. Radossevich says “that without revealing any company secrets the Daisy plants are the most state-of-the-art and incredibly modern dairy factories that I have ever seen”.

“Three things matter the most to us: quality, freshness and the environment. We just don’t take short cuts. We don’t cut corners. Once you walk down that path you’re in real trouble in my view,” he says. “Other companies have done that, but we just don’t.” Even in a struggling economy, the Daisy Brand website posts pages of available employment opportunities. (“I don’t think we’ll ever stop growing,” says Radossevich.)

In keeping with the adage, “Attitude, like rain, comes from above,” Radossevich can’t say enough about the quality of his co-workers and the entire Daisy Brand team.

“The people in Human Resources at Daisy must be doing something right, because everyone I work with not only brings to the party a strong work ethic, but also exceptional skill sets. Our team is capable and ready to succeed.

“You often hear complaints about how the youth of today have a lousy work ethic, or bad attitudes. I just don’t see that in the young people at Daisy Brand.

“The one thing that I’ve enjoyed the most about being in the food industry all these years are the people. I especially like all of my co-workers, and I could never say enough good things about our owner David Sokolsky. His integrity, vision, inspirational drive and focus are unsurpassed in my view.

“I really enjoy both helping and looking out for the team members coming up the ladder behind me. Mentors really matter to me says Radossevich. “My first mentor was my grandfather.

“He taught me that your reputation is your most valuable asset. That

you should never promise something you cannot deliver.

“Kevin Murphy is a young man I enjoy mentoring and working with now.” Doing so reminds him of one of his earliest business mentors, the past president of Smitty’s, Tom Hickey.

“Tom spent more time with me than anyone could ever expect he says. I learned an awful lot from him. For someone like that, who was much higher up on the food chain than I was at the time, it always amazed me that he would slow down his world so often just to try and teach me something.”

Radossevich also spent time running La Corona Yogurt, a local manufacturer that originally pioneered flavored yogurts in Arizona.

“Back when we started out, it was just a little factory in Glendale,” he says. “At first, people thought we were crazy trying flavors. Then, when the factory had to run 24 hours a day and seven days a week just to keep up with the demand, we didn’t look so crazy anymore.” After that brand was sold off, Radossevich once again opened his own local food brokerage firm. He then sold Xpert Marketing when he chose to join the Daisy Brand team.

As a regional manager, he deals mostly with grocers and wholesalers across a wide territory. It started out in the southwest, but he couldn’t resist taking on Chicago when that area opened up. So now he travels a great deal, and enjoys meeting with both clients, as well as random airplane seatmates.

“I fly a lot; I’ll be talking to someone I’m sitting next to on a plane. They inevitably will ask me what I do, and I tell them that I sell sour cream. First they look kind of blank. Then I tell them actually ‘I work for Daisy,’ and then they light up. It’s especially gratifying when they tell me that they love our products.”

He enjoys his meetings, and also the industry events away from the office. Perhaps especially because his own father passed away when he was very young, he loves setting up golf games where he and a client can bring along their sons. Radossevich says “my son Ted has been to a lot of events that he would not have been able to attend if it weren’t for my line of work”.

“Ted and I are able to get back to Wrigley Field every year now, and to me those are my best days”.

In some ways Chip came back to his roots with Daisy Brand. His mother’s father drove the last horse-drawn milk delivery wagon in Chicago.

“We still have the lanterns off of that old wagon,” he says.

But while he laughs remembering that when he began in business, he didn’t even own a calculator, let alone the brimming day-planner he carries now, Radossevich enjoys his work the way it is today.

“I plan to work here as long as they’ll let me. I love it. I love to get up and get going every day. Pete Rose was famous for saying that baseball was very good to me, well milk has been very good to me.”





WEIGHTS & MEASURES WEEK

4TH GRADERS ENJOY FUN & GAMES WHILE LEARNING HOW TO BE GOOD CONSUMERS

What's better than a day out of school?

How about a Day out of school, an oven-fresh tortilla, a bag of free goodies and a visit with the Phoenix Suns Gorilla?

That's what more than 400 4th graders from five separate cities enjoyed during a colorful celebration of Arizona Weights & Measures Week during the first week of March.

Of course they had to learn a few things, and they had the opportunity to use the math skills that teachers cram into their 10-year-old heads each day. But most of the kids apparently felt it was a small price to pay for a day of fun at their local supermarket.

The event, jointly sponsored by members of the Arizona Food Marketing Alliance and the Arizona Department of Weights and Measures, celebrates the March 2, 1799 decision by the U. S. Congress to require regular testing of the accuracy of all weights and measurements of goods entering U.S. ports.

The five-city event included the following schools and supermarkets:

- Carver Elementary School in Yuma, which visited a Food City located at 1220 W. 8th St.
- Esperanza Elementary School in Tucson, which visited a Food City at 1221 W. Irvington Rd.
- Edison Elementary, which visited a Pro's Ranch Market at 1602 E. Roosevelt St. in Phoenix.
- Emerson Elementary, which visited a Fry's Market at 825 W. University in Mesa.
- And Puente de Hozho Bilingual Magnet School, whose 4th graders visited their neighborhood Safeway at 1490 E. Cedar Ave. in Flagstaff.

Arizona Governor Janice K. Brewer issued an Official Proclamation declaring that March 1-7, 2009 was Arizona Weights and Measures Week in recognition of "the valuable contribution to the economic welfare of the communities of this nation made by the Departments of Weights and Measures in their respective state, counties and cities."

Maybe a few adults in attendance thought all that was waaay cool, but the kids appeared to be more impressed by other things: the tours of supermarket coolers where they keep the meat and produce, and the tortilla machines that produced an endless parade of warm flat delights.

And they really liked the reusable cloth bags each one received that contained fresh fruit, cookies and candy, and a bountiful assortment of t-shirts, books, pennants and sports memorabilia.

In Mesa, the Emerson 4th graders got a special treat: an appearance by the Phoenix Suns Gorilla, along with Bekah, Tayloranne and Dizzie from the Suns Solar Squad Dance Team. They were brought out by Fry's, who financed their appearance.

The Gorilla and the dancers led more than 100 kids in a screaming wave of humanity that rolled up and down a grassy hill next to the Fry's Market at 825 W. University.

It wasn't all fun and games. All the kids learned how to read unit pricing labels, how to avoid being charged for food packaging when they buy meat and produce, and what to do if a store gets the price wrong at the checkout.

And their math skills were put to work in computing prices per pound and in figuring out whether a large or small box of cereal was the best buy, based on the unit price per ounce.



1. Deputy Director of the Department of Weights and Measures, Dennis Ehrhart reads proclamation from Governor Brewer

2. Suns Dancers participate in Weights & Measures Week

3. AFMA President Tim McCabe and Gene Palma Director of the Department of Weights and Measures observe demonstration on "Tare" at the Phoenix Ranch Market



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CLAMATO™ SHRIMP "CEVICHE" STYLE

- 2 lbs shrimp, cooked
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- 1 jalapeño, seeded, minced
- 1 cucumber, peeled, seeded, thinly sliced
- ½ bunch cilantro, chopped
- 2 limes, for juice
- ½ cup Clamato™ Tomato Cocktail

Combine all the ingredients and chill.

For more delicious recipes visit www.clamato.com



HICKMAN'S family farms

is Favorably Impacted by Legislation... with a Little Help from AFMA

By Lisa Schnebly Heidinger

Clint Hickman of Hickman's Family Farms understands things work best when people work together.

Normally, he works with two brothers and his sister in the day-to-day operations, often having breakfast with his parents before getting started. But when some troubling presentations about free-range versus caged eggs came up, Hickman found his ally in the Arizona Food Marketing Alliance.

First, a bit of background: Clint Hickman loves the way his family does business. He is proud of the three-generation operation, particularly of the farms in Colorado, Maricopa and Buckeye, where more than four million hens are laying eggs – eggs, says Hickman, that can be in customers' hands within 48 hours.

So he was more than mildly concerned to hear that the Humane Society of the United States ("As opposed to the Arizona Humane Society, which does great work – the Human Society of the United States is a vegan lobbying group," he says) produced a stinging release on caged hens, including disturbing photographs.

"I don't tell anyone what to like," he says. "And some people love cage-free eggs. We produce and sell cage-free eggs. But what they were putting out was wrong. And AFMA – I don't think AFMA toots its own horn enough. What they did was amazing."

What AFMA did was host a gathering of all parties potentially involved in, and affected by,



potential legislation regulating caged hens in animal agriculture businesses, from the farmer to the grocer, and including the Department of Agriculture, as well as elected officials. "And," Hickman adds, "we had a couple of lawyers there, to make sure we stayed on track. That's the kind of thing AFMA's great at – otherwise we might have had to do the proposal to each party involved, one at a time. Also, it was important, since this concerned governmental action, to maintain complete transparency. Meeting at AFMA headquarters provided that."

Hickman says it was good to see competitors come together, farmers and grocers, to discuss the problems with the HSUS release – and share an egg-based meal produced by his mother and sister ("They make the most amazing egg dishes!")

"Debbie Roth got everyone together," says Hickman. "AFMA took a very helpful position, and served a vital purpose for the food industry, reaching out to the public involved on

a piece of law. And everyone stayed involved, because there's always a risk of the bill being amended, as it works its way through the legislative process."

He also offered a tour of Hickman's Family Farms facilities, illustrating why he personally prefers caged eggs to cage-free. The result was SB1373, sponsored by Senator Robert "Bob" Burns (R-dist. 9) and Representative Jerry Weiers (R-dist. 12) that maintains the Arizona government has charge of poultry practices, "and is not subject to further regulation by a county, city, town or other political subdivision of this state."

Now Hickman can focus on other aspects of the business he enjoys more. Those include serving on the American Egg Board and recently delivering three truckloads of eggs to various food banks near Hickman's egg farms. One little-known aspect of egg production is calling the rabbi to bless the flame in case the special pilot light goes out. That's part of Hickman's Family Farms kosher status.

"Right now, only two percent of the population of the United States is involved in food production for the other 98 percent," says Hickman. "It's very hard work, and most family farmers have opted out. We need help like we got from AFMA, so that people can control their food sources, and not rely on producers outside the United States. I can't thank them enough."



Hens doing what comes natural



Clint Hickman and his Mom host lunch at AFMA



Hickman's Family Farms Operation

POORE
BROTHERS



COMING SOON!

MOLÉ





INTERIM DIRECTOR OF WEIGHTS AND MEASURES MEETS WITH AFMA MEMBERS



(L-R) Dennis Ehrhart, DWM Deputy Director, Tim McCabe, AFMA President, Don Olsen, AFMA Chairman of the Board and Gene Palma, DWM Interim Director

In April, Gene Palma the newly appointed Interim Director of the Department of Weights and Measures and Deputy Director Dennis Ehrhart visited with Food Retailers during a "Meet and Greet" in the offices of the Arizona Food Marketing Alliance.

Gene shared with the group that he worked in the Secretary of State's office for six years, practiced law for 6 years and was a financial planner for 11 years, before being appointed by Governor Jan Brewer to head up the Department of Weights and Measures. With his background and understanding of business, Gene sees his new role at the Department as a facilitator to help business achieve its goals. He emphasized that they are not a "gotcha" agency and he is very pleased with the relationships already in place with the trade.

Gene introduced Deputy Director Dennis Ehrhart who thanked the group for their support of Weights and Measures Week, which was deemed a huge success. (see related story on page 14) He went on to say that Weights and Measures Week is the best thing they do all year. The partnership with food retailers in support of children in working class neighborhoods is phenomenal.

Dennis shared with the group that due to the state of the economy and the Legislature's focus on the Budget, there is no Legislation this year that will be impactful. In 2010, however with an even tighter budget, they are anticipating lay-offs and furloughs.

Dennis went on to say that they have new software for testing scales that they are happy to share with the trade. In addition, he made the offer to assist food retailers with turkey tares come Thanksgiving.

Overall, like Interim Director Palma, Dennis is very pleased with the relationships they have forged with the trade and their ability to work together in maintaining a level playing field.



(L-R)
Deputy Director Dennis Ehrhart
and Gary Vantuyl, Safeway



Interim Director Gene Palma
exchanges information
with Bob Nelson of Fry's

Sharon Manning HONORED

Last month, industry gathered in the Clydesdale room at Hensley for a luncheon honoring Sharon Manning.

Sharon worked for Bashas' in a variety of positions for nearly 35 years. She began her career as a Mag-card Operator then progressed to "Girl Friday" for the Bashas' corporate office serving as secretary for Don Cooper (president) and Wayne Manning (general manager). Eventually she went to work for Al Basila who was the Executive Vice President of Operations and finally Mike Proulx who at the time was the Executive Vice President of Operations.

Sharon is most noted for being the driving force behind the annual Bashas' Benefit Golf Classic, which she and Wayne launched in 1981. The Bashas' Benefit Golf Classic has raised over 7 million dollars for Valley Charities since its inception. Sharon's dedication and tireless work is very much appreciated by members of the industry who have been suppliers to Bashas' for years.

Sharon is married to Wayne C. Manning who was the president of Bashas' for 16 years. Both are retired now and spend their time between their homes in Chandler and Payson. Doting grandparents, Wayne and Sharon spend the remainder of their time with family and friends.



Tim Greer, (Hensley) and Sharon



Sharon, Tim and Wayne during the "surprise" entrance.



Daughter Liz Manning makes a presentation to Sharon

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Dave Vehoni of Bashas' in Ahwatukee uses a cart washer outside the store. Bashas' is experimenting with the device.

Bashas' Installs Cart Washers to Battle Germs

Trying to avoid the nasty cough and sore throat that's been spreading in recent weeks?

Beware the grocery cart.

Pushed by hundreds of dirty hands each day, shopping carts are among the most germ-ridden objects in our world. When one considers all the drooling toddlers that ride in carts while their moms shop, it's enough to make a germophobe want to stay home and order in.

Health experts say the cart wipes most supermarkets offer are a smart idea.

And in recent months, Bashas' has taken the cart cleaning idea one step further. The Chandler-based grocery store company is gradually installing cart washers made by Wisconsin-based Pure Cart Systems in its stores.

A Pure Cart washer arrived at the Bashas' at 4855 E. Warner Road in Ahwatukee in March, company officials said.

PureCart works like a car wash for shopping carts. It sprays a combination of water, peroxide and vinegar on carts after they are used. The system is said to knock out bugs like salmonella, staph and E. coli.

"It's a way of differentiating ourselves," said Tom Dominick, Bashas' vice president of food safety and sanitation. "Everyone has the cart wipes now. So we have an exclusive agreement with Pure Cart for several years."

Dominick declined to disclose how much the company has spent on the Pure Carts but said the operating cost per cart is just "pennies."

Why are grocery carts so full of germs?

Will Humble, interim director of the Arizona Department of Health Services, explained that part of the problem is cart storage. Typically, the last cart used is the one the next customer will pull out of the rack.

"The shopping carts at the front of the line are probably the cleanest. But those are not the one customers use the most," he said.

Pure Cart solves that problem because customer service clerks send all the carts through the cleaning spray before they are used again.

Humble called Pure Cart "a great idea" but pointed out that it is no substitute for basic hygiene, like hand washing.

"It shouldn't lead to a false sense of security. People literally touch hundreds of surfaces a day," he said. "The key to staying healthy is washing your hands."

Arizona Lottery Hires Sales and Marketing Director and Director of Communications



The Arizona Lottery has hired Kim McGlothlen as its new director of sales and marketing. She brings to the position almost 20 years of experience in management, marketing, advertising, retail sales, public relations and special events coordination.

From 2004 until earlier this year, McGlothlen was an integration supervisor for RIESTER, a full-service marketing communications agency based in Phoenix. Previously, she was a regional marketing director for Wild Oats Markets, the nation's second-largest natural foods

retailer. Prior, she was special events director for the City of Augusta (Georgia), where she oversaw the Riverwalk.

McGlothlen has a bachelor's degree in communications from the University of Memphis and a master's degree in political communication from the University of Iowa.

"I look forward to the challenges of this role, and I am proud to join the strong and dedicated team of employees, retailers, and vendors who strive to provide the public with an exceptional and entertaining product while generating funds for important public programs and projects," said McGlothlen.

In addition, the Lottery has named Diana Diaz as communications director and public information officer.

Most recently, Diaz served as Hispanic community and media relations manager at the Southwest Autism Research & Resource Center (SARRC), where she launched an unprecedented autism awareness campaign by working closely with Arizona's top Spanish and Hispanic media outlets and community organizations.

Previously, Diaz served as a news anchor for the local Univision affiliate, and a reporter for NBC and ABC affiliates in California, covering health, education, and consumer news.

"I'm glad to have Ms. Diaz join our team," commented Karen Emery, deputy director of policy at the Arizona Lottery. "She brings a tremendous amount of experience working with media in both English and Spanish, and her passion to serve Arizona's diverse communities will be an asset to our agency."

About the Arizona Lottery

The Arizona Lottery operates entirely from the revenue it generates through the sale of its products; it receives no General Fund dollars from the State. Proceeds from sales of Lottery tickets-nearly \$3 million per week - fund a wide variety of public projects and programs including arts, wildlife, parks, transportation, education and historic preservation in cities and towns throughout all 15 counties in Arizona. Since July 1981, the Arizona Lottery has paid out over \$3.6 billion in prizes to players, more than \$2.2 billion in net profit to the state, and almost \$441.6 million in commissions to retailers.

Bashas' Cuts Prices on 10,000 Everyday Items

Bashas' Last month, Bashas' unveiled a major price-cutting initiative on more than 10,000 everyday products across every department of the store, including national and private label brands.

"In the 77 years that Bashas' has been in business, we've weathered countless economic downturns," said Mike Proulx, president and CEO of the Chandler, Ariz.-based regional retailer. "Not only was our company formed during the height of the Great Depression, but we've survived the ups and downs of the supermarket industry, increased competition and national economic fluctuations. As Arizona's hometown grocer, we knew we needed to do something more for families looking to stretch their dollars during these tough economic times."

Along with price reductions, Bashas' is also hosting a win-free-groceries-for-a-year sweepstakes, for which one lucky winner will walk away with \$5,200 in Bashas' gift cards, or the equivalent of \$100 a week in free groceries for an entire year. Fifty-three second-prize winners will each receive a Bashas' gift card worth \$50. One winner will be chosen from each participating Bashas' store in metropolitan Phoenix and Tucson.

"During times like these, families stick together and persevere," said Johnny Basha, vice chairman of the family-owned grocer that operates Food City, AJ's Fine Foods, Sportsman's Fine Wines & Spirits, Eddie's Country Store, and both Bashas' and Bashas' Diné supermarkets.

To kick off the sweepstakes, each participating Bashas' supermarket had a Thank You card table set up at the front of the store where shoppers could fill out an entry form for a chance to win a year's supply of groceries through April 30. Winners will be randomly selected and announced this month.

In other Bashas' news....

Bashas' Expands Relationship With C-K as Advertising Ally

Bashas' Family of Stores, Arizona's largest hometown grocer, has expanded its alliance with Cramer-Krasselt by naming the company as its advertising agency of record for Bashas' supermarkets. The agency has been working with Bashas' public relations team since 2005.

C-K will provide integrated marketing solutions to Bashas', including branding strategies, advertising, digital marketing and public relations for more than 80 Bashas' supermarkets throughout the state.

The agency's first order of business was to help communicate Bashas' new price cuts program. The new campaign touts price cuts on more than 10,000 everyday items through television, radio, outdoor and digital advertising with lines such as "Fridges and wallets now full at the same time;" "That extra weight you're feeling is your wallet," and "From our family to yours isn't just a slogan."

"Everyone is looking for ways to save money these days," said Monica Schierbaum, Bashas' vice president of marketing. "As the hometown grocer with deep roots in our communities, we want to do all we can to help our customers."

John Melamed, C-K's executive vice president and general manager, echoed that sentiment. "Bashas' has been serving families for 77 years, so it's not surprising that the company would help them find ways to save on their groceries," he said. "This company is a terrific asset to Arizona and we are proud to be its full-service marketing partner."

About Bashas' Family of Stores

Bashas' Family of Stores – the family-owned grocer that operates Food City, AJ's Fine Foods, Sportsman's Wines & Spirits, Eddie's Country Store, and both Bashas' and Bashas' Diné supermarkets – is an Arizona-based company founded by brothers Ike and Eddie Basha, Sr. With 12,000 members and 150 grocery stores, it is the eighth-largest employer in the state and one of the Best Places to Work in Arizona. Since the company's inception in 1932, Bashas' has given back more than \$100 million to the communities it serves. For more information, visit www.bashas.com.

About Cramer-Krasselt

Rapidly growing Cramer-Krasselt is the third-largest independent marketing and communications agency in the U.S., with billings nearing \$1 billion. An Advertising Age "Agency to Watch" two years running, C-K has grown by nearly 50 percent since 2006. C-K is frequently recognized for its insight-driven creativity—spanning advertising, direct, interactive, promotions and public relations—that helps clients change the conversation within their category. Headquartered in Chicago with offices in New York, Milwaukee and Phoenix, it represents major brands across virtually every industry.

Eurofresh Farms' Tomatoes Earn 2009 ChefsBest® Award

Arizona Grown Tomatoes on the Vine Honored as "America's Best" since 1997



ChefsBest® has honored Eurofresh Farms' Tomatoes on the Vine (TOV) with the 2009 ChefsBest® Award for Best Taste, which is awarded to the brand rated highest overall among leading brands by independent professional chefs. The judging organization has recognized Eurofresh Farms' variety as "America's Best" since 1997, an achievement no other tomato producer has attained.

"We at Eurofresh continue to strive to grow and ship greenhouse produce that looks great, is always safe to eat, while having a consistent 'garden fresh' flavor," said Dwight Ferguson, chief executive officer of Eurofresh Farms. "For such a credible organization like ChefsBest® to recognize our tomatoes as America's Best Tomatoes on the Vine for the past 12 years – practically since we started producing the variety – is a true honor."

The ChefsBest® panelists evaluated several competing tomatoes on the vine brands in a blind judging event. The panelists are certified Master Tasters™ and have been rigorously trained and screened for palate acuity. They judged the tomatoes on their appearance, aroma, flavor, taste and texture, as well as their flavor and texture in a recipe with buffalo mozzarella, basil and olive oil.

For more information on ChefsBest® and the product judging process, visit www.chefsbest.org.

ABOUT EUROFRESH FARMS

Eurofresh Farms is the leading year-round producer and marketer of greenhouse tomatoes in the United States and a leading innovator in the branded, high-end fresh tomato, cucumber and pepper industry. Premium quality and certified pesticide-free products are grown with care in one of the world's largest greenhouse complexes with abundant Arizona sunlight. Eurofresh's two greenhouses cover more than 318 acres in Willcox and Snowflake, Ariz. For more information, visit www.eurofresh.com or call (520) 384-4621

Albertsons in Arizona Partner with HealthFair to Provide Affordable Health Screenings



Albertson's stores in Arizona are partnering with HealthFair to provide several key health screenings via the HealthFair's mobile screening unit to customers. Patients can schedule everything from cardiac screenings, vascular screenings, osteoporosis screenings, and cholesterol level screenings, to some of the most common blood tests, including glucose, thyroid, and liver blood tests.

Customers who are members of Albertson's RxTra Savings Program received a cholesterol screening free of charge during the month of April, and additional savings and offers on the other tests. The cholesterol screening is a total \$30 value.

"HealthFair screenings are just one of the great services that we are proud to provide to our customers and pharmacy patients," said Raymond McCall, vice president of pharmacy operations for the Boise-based retailer. "For customers who may not have a regular health care provider or who may be concerned about the costs associated with a regular doctor visit, they can schedule their appointment with our HealthFair unit when it's in their area. It's convenient, all of the costs are up front, and customers have the benefit of having their in-store pharmacist available for consultations to follow up with any questions they may have."

A complete list of available screenings and the overall schedule are available here: <http://www.albertsonsmarket.com/pharmacy/healthscreenings.php>

Albertson's LLC is privately owned and operates nearly 250 stores under the Albertson's banner in Arizona, Arkansas, Colorado, Florida, Louisiana, New Mexico, and Texas. Albertson's LLC is working to become the favorite food and drug retailer in every market it serves.

WIC PROGRAM

The Regional Vendor Training will be hosted by the Arizona and Inter Tribal Council of Arizona, Inc. (ITCA) WIC Programs. Vendors and/or applicants for the Arizona and the ITCA WIC Programs may attend any location and will receive training credit for both programs. Each session will last 2-3 hours and will start promptly at the time listed. Please arrive 15 minutes early.

2010 MANDATORY TRAINING SCHEDULE

June 2, 2009

Radisson Woodlands
1175 W. US 66
Flagstaff, Arizona
9:00 a.m.
1:30 p.m.

June 18, 2009

Viscount Suites
4833 E. Broadway
Tucson, AZ 85711
9:00 a.m. (Fry's, Albertsons & Wal-Mart)
1:30 p.m. (Bashas' & Safeway)

June 4, 2009

Mesa Convention Center, Bldg A
263 N. Center Street
Mesa, AZ 85211
9:00 a.m. (Fry's, Albertsons & Wal-Mart)
1:30 p.m. (Bashas' & Safeway)

June 23, 2009

Apache Gold Resort
Hwy. 70 (5 miles East of Globe)
San Carlos, AZ 86001
9:00 a.m.
1:30 p.m.

June 9, 2009

Viscount Suites
4833 E. Broadway
Tucson, AZ 85711
9:00 a.m. (Bashas' & Safeway)
1:30 p.m. (Fry's, Albertsons & Wal-Mart)

July 14, 2009

Viscount Suites
4833 East Broadway
Tucson, AZ 85711
9:00 a.m.
1:30 p.m.

June 11, 2009

Glendale Civic Center
5750 W. Glenn Dr.
Glendale, AZ 85301
9:00 a.m. (Bashas' & Safeway)
1:30 p.m. (Fry's, Albertsons & Wal-Mart)

July 16, 2009

Radisson Woodlands
1175 W. US 66
Flagstaff, AZ 86001
9:00 a.m.
1:30 p.m.

June 16, 2009

Mesa Convention Center, Bldg. A
263 N. Center St.
Mesa, AZ 85211
9:00 a.m. (Fry's, Albertsons & Wal-Mart)
1:30 p.m. (Bashas' & Safeway)

July 21, 2009

Mesa Convention Center, Bldg. A
263 N. Center St.
Mesa, AZ 85211
9:00 a.m.
1:30 p.m.

INDUSTRY CALENDAR

May 8-9, 2009

City of Hope
Sheraton Wild Horse Pass
Phoenix, AZ

June 5, 2009

Tucson FOA Golf Tournament
Saddle Brooke Golf Club
Tucson, AZ

June 7-9, 2009

IDDBA's Dairy-Deli-Bake 2009
Atlanta, GA

September 1-4, 2009

League of Cities and Towns
Oro Valley, AZ

September 19, 2009

Pioneer Golf Classic
Hosted by Alliance Beverage

October 2, 2009

AFC Golf Tournament
Arizona Biltmore
Phoenix, Arizona

November 20, 2009

Excellence in Leadership
Awards Banquet
Downtown Sheraton
Phoenix, AZ

March 4, 2010

AFMA Golf Classic
Wildfire Golf Club
JW Marriott Desert Ridge Resort
Phoenix, AZ

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