

February 2011

Ken Bennett
Secretary of State

ARIZONA FOOD INDUSTRY
JOURNAL

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AFMA2011

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"Over the last four years I have been fortunate enough to have received multiple scholarships from the Arizona Food and Drug Industry Education Foundation, most recently the Wayne C. Manning \$6,000 Scholarship. These scholarships combined have relieved some of the pressure associated with paying for college and allowed me to concentrate more on my academic studies. As a result of the scholarships I have been able to participate in multiple community outreach programs within my University such as neighborhood cleanups and multiple health awareness walks. I have also been able to get involved in other extracurricular activities such as healthcare screenings that will contribute to my future success as a pharmacist. This scholarship gave me the extra time to devote to my studies and to other community service opportunities that I could have not done otherwise."

JoAnna Daane

*B.S. Physiology 2008 - University of Arizona
Doctor of Pharmacy Candidate 2011 -Midwestern University CPG
Kappa Psi Pharmaceutical Fraternity*

JoAnna Daane has been employed by Fry's Food Stores since 2005. She is currently working as an Intern in the Pharmacy Department as she pursues a Pharmacy degree at Midwestern University.

JoAnne has been awarded annual scholarships through the Foundation since 2007. She has received a total of \$13,000 during this time period and is on track to graduate with a Doctor of Pharmacy degree in June, 2011.



ARIZONA FOOD INDUSTRY JOURNAL

FEBRUARY 2011

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ARIZONA FOOD MARKETING ALLIANCE
 120 E. PIERCE ST., PHOENIX, AZ 85004
 602.252.9761 • FAX: 602.252.9021
 DROTH@AFMAAZ.ORG
 WWW.AFMAAZ.ORG
 ANNUAL SUBSCRIPTION \$50

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ON THE COVER

Ken Bennett,
 Secretary of State

CUSTOMER INFORMATION

Allow me to introduce myself. I am a customer.

I am the person that makes the economic engine turn. I am the reason you take home a paycheck. I am the reason you are able to feed your family, pay your mortgage, go on vacation, buy a car, and contribute to your church or synagogue. Because of me, gigantic corporations and small businesses alike have risen and flourished. Because of my absence, they have faded from existence.

The roads you drive on, the police and fireman that protect your community, the teachers that teach your children all exist because of me. Politicians and postal workers, sanitation workers and soldiers all owe their jobs to me. Without me, no taxes would be paid and any and all societal advances would come to a halt.

The wise come to know, respect, and love me. The foolish disregard my importance and suffer accordingly.

By the way, you'll notice that I didn't introduce myself as your customer. That's because I don't belong to you. Even if I make a purchase from you, that doesn't mean that I will do it again in the future. You are always on trial and I am always evaluating, measuring, and testing your product and service.

So pay attention to me. Get to know me. Learn my habits. My likes. My dislikes. My desires. My dreams. My values. Learn my language. Learn to recognize my moods.

Above all, treat me with respect. I will not be ill-treated, and why should I be? There are too many businesses vying for my attention. Every time you turn on the television, open a newspaper, or listen to the radio, you see and hear multitudes of companies competing for my attention. There are too many people who are willing to treat me right in exchange for my business.

And know this, I am not easily fooled. Businesses treat me right or suffer the consequences. Sooner or later I always discover dishonesty, disrespect, or disinterest. Most of the time, I don't announce my displeasure. I simply take my business elsewhere.

Occasionally, we will have disagreements. I don't like mistakes but I understand that you sometimes make them. The manner in which you handle my complaint determines any future interaction I have with you. And, in my mind, it also determines the character of your business. I rarely ever give you a second chance to make the same mistake twice.

So, watch for me in your business community. If you're fortunate enough to see me, do everything in your power to woo me and make me your own, because I hold the key to your financial success. It is no exaggeration to say that when you interact with me, your future hangs in the balance.

**Learn me. Know me.
I am a customer.**

© 2010 Charles Marshall. Charles Marshall is a nationally known humorous motivational speaker and author. Visit his Web site at <http://www.charlesmarshall.net> or contact him via e-mail at charles@charlesmarshall.net.

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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

CHANGES IN LEADERSHIP

112th Congress is Now In Session

The Senate Agriculture Committee has a new Chairman, officially, in Senator Debbie Stabenow (MI) and a new Ranking Member, Senator Pat Roberts (KS). Stabenow was no surprise and took over the top spot following the defeat of Arkansas Senator Blanche Lincoln in November.

A surprise to some was the leadership shift on the Republican side of the aisle. Former Ranking Member Saxby Chambliss (GA) was tapped to lead Republicans on the Intelligence Committee and long time Agriculture Committee member Roberts steps in to lead Republicans on the Committee.

The Agriculture Committees in both the House and Senate have already started to lay the groundwork for the 2012 Farm Bill which promises to be one of the most difficult measures the Committee will address in this Congress.

Stabenow's first public speech underlined her support for specialty crops and support of the safety net for producers. Increases in funding will be near impossible during this cycle due to budget and funding woes across all of government.

The Food and Drug Administration's No. 2 official has left the agency after a 21-month tenure. Deputy Commissioner Joshua Sharfstein took over the top public-health job for the state of Maryland.

FDA commissioner Dr. Margaret Hamburg named her office's top lawyer, John Taylor III, to be the temporary replacement for Sharfstein. Taylor's acting role became effective Jan. 10.

In his prior role Taylor led FDA's emergency and crisis management policies and programs. Taylor has served in various other roles since he first came to the agency in 1991.

Consumers Doubt Food Safety

Where food buying is concerned, raising the U.S.A. flag isn't a matter of pride to consumers. It's a matter of safety.

Sticking to foods from the home front is a protective strategy for 95% of adults, who feel in varying degrees that food from other countries is less safe than U.S. foods. Of this overwhelming majority, 27% outright believe this, while 56% say 'maybe, it depends on the country' and 12% say 'maybe, it depends on the food.'

More than three-quarters (76%) of respondents check country of origin labels on both fresh and packaged foods; the majority (67%) do this always/usually.

These are some of the most dramatic findings of an exclusive SupermarketGuru.com Quick Poll that imply supermarkets should be selective in their merchandising and portrayal of imports. While varieties and flavors entice many consumers, there's a vast segment that is wary. With the right education and the right gate keeping practices, imports can add wonderfully to a store's image, but success comes with the right execution. In our opinion at The Lempert Report, that should include inspections, quality standards, traceability and other health-guarding elements.

China (81%), Mexico (51%), Africa (47%) and South America (26%) are the most suspect sources—the nations and continents which people believe have the least food-safety oversight. As a result of this perception, U.S. adults say they avoid purchasing manufactured and imported foods

from China (75%), Africa (43%), Mexico (41%) and South America (24%).

While the U.S. fares well relative to other parts of the world, 79% still feel that the U.S. itself needs more stringent policies to ensure food safety. The fear in people's heads has 57% re-washing bagged lettuce and other vegetables that are labeled as 'already washed.' And only half the nation is convinced that either organic (50%) or Kosher foods (50%) are safer than most. Not surprisingly, only 60% say they'd pay any kind of a price premium for organic food—and for most of these people the acceptable premium would be 20% or less.

The top five foods that people feel are least safe are: Chicken/poultry (52%), lettuce (43%), fruits where the skin is eaten (34%), fish (26%) and meat (24%).

Food Safety Law Signed - Now Faces New Hurdles

On January 4, 2011, President Obama signed S510, the Food Safety Modernization Act, into law. The new law squeaked through the 111th Congress just before it adjourned. Almost immediately the new Republican majority that controls the 112th Congress questioned whether the law was needed and whether it should be funded.

Rep. Jack Kingston (R-GA), the new Chairman of the Appropriations Subcommittee that oversees the budgets of both USDA and FDA, and the successor to Rep. Rosa DeLauro, publicly questioned whether the new law needed to be funded.

Chairman Kingston asked if the \$1.5 billion or 60 percent increase in the FDA's budget was really needed when the United States had the safest food in the world. He also noted that this was a large increase at a time when Congress was looking to reduce spending and the deficit to FY 2008 pre-stimulus levels. This last point is the real reason why the new food safety law may not be fully funded.

What happens to FDA's ability to implement the new law if Congress refuses to provide the \$1.5 billion in additional funding?

In light of the threat by Chairman Kingston, Deborah White, our colleague and the principal of Regulatory Solutions, and formerly the Chief Legal Officer and Sr. Vice President of Regulatory Affairs at FMI, took a look at the major provisions of the new law for her clients and divided them into three funding-sensitive categories.

They are: Going to Happen Anyway (Just More Slowly), Needs Funding - No Need to Move Quickly, and Needs Funding - Don't Count on It.

The following is the result of her analysis:

Going to Happen Anyway - Just More Slowly

- Enforcement authorities like records access, facility registration, mandatory recall and whistleblower
- Food safety plans (models already exist)
- Produce safety (already in progress)
- Grocery store notifications
- Sanitary transportation of food
- New dietary ingredient guidance
- Traceability (already underway)
- Foreign supplier verification program
- "Fast lane" for qualified Imports

Need Funding - How Fast Does the Industry Want These

- Increased federal inspections
- Training of state and local inspection officials
- Increased FDA staffing

Need Funding - Don't Count on It

- Building the capacity of foreign governments
- Inspection of foreign food facilities
- Foreign FDA offices

For a more in-depth discussion of this analysis, provisions in the new food safety law or the regulatory process that will be used to implement it, feel free to contact Deborah White at dwhite@regsolve.com

FMI Holds Planning Meeting to Start Off 2011:

This week, FMI held a two-day planning meeting with the FMI Government Relations Committee in Alexandria, VA to discuss issues that may be addressed during the new Congress and through the regulatory process in the federal agencies this year. FMI and the G.R. Committee reviewed the top legislative and regulatory issues as surveyed by the Committee and brought up issues that may prove to be new areas of concern. The meeting helped shape the initial priority areas for the industry, but FMI will continue to monitor new issues of potential impact to the industry as the legislative process of the 112th Congress gets underway.

2011 PRIORITY ISSUES

Legislative Issues:

- Employee Free Choice Act
- Interchange
- Health Care Amendments
- OSHA Reform
- Last-In-First Out (LIFO)
- Organized Retail Crime (ORC)
- Data Security/Privacy
- Paid Sick Leave
- SNAP Food Policy
- Farm Bill

Regulatory Issues:

- Labor Regulations / Card Check (NLRB)
- HealthCare Reform Implementation
- Interchange (FRB)
- Food Safety (FDA)
- Workplace Safety Enforcement (OSHA)
- SNAP Food Policy (USDA)
- Traceability (FDA/USDA)
- Nutrition Labeling / Front of package (FDA)
- Nutrition Labeling / Menus (FDA)
- Nutrition Labeling / Ground meat and poultry (USDA)
- WIC (USDA)
- ADA Rules (DOJ)
- Privacy (FTC, Commerce)

Front-of-Pack Nutrition Labeling Initiative Launched

“Nutrition Icon” program to be supported by consumer education campaign.

A new front-of-pack nutritional labeling program is being touted as the most significant modernization of food labels since the Nutrition Labeling and Education Act of 1990.

On Monday, “Nutrition Keys,” a voluntary front-of-pack nutrition labeling system, was announced. The program was jointly developed by the Grocery Manufacturers Association (GMA) and Food Marketing Institute (FMI) in response to a request from First Lady Michelle Obama last March.

“We share First Lady Michelle Obama’s goal of solving childhood obesity within a generation,” said GMA President and CEO Pamela Bailey. “(This) announcement would not have been possible without her leadership. Food and beverage companies have a strong track record of

providing consumers with the products, tools and information they need to achieve and maintain a healthy lifestyle, and this program represents a significant milestone in our ongoing effort to help consumers construct a healthy diet.”

“Today’s sophisticated consumer wants more information about their food than ever before,” said FMI President and CEO Leslie Sarasin. “Nutrition Keys, combined with the many innovative nutrition education tools and programs in retail stores, is helping us meet that challenge and exceed consumer expectations.”

The Nutrition Keys program involves placing important nutrition information (calories, saturated fat, sodium and total sugars content) on the front of packages.

A sample Nutrition Key icon can be seen on the GMA Web Site or the FMI Web site.

In addition, some products will display information about “nutrients to encourage” that are important for a healthy diet, but are under-consumed by the general population, such as: potassium, fiber, vitamin A, vitamin C, vitamin D, calcium, iron and also protein.

The Board of Directors of GMA and FMI adopted a joint resolution in support of the Nutrition Keys initiative at their January 23 joint meeting. Those companies represent the vast majority of food and beverage products sold in local stores.

Companies will begin to place the icon on their products in 2011 according to seasonality and production schedules. To build consumer awareness and promote use of the icon, participating manufacturers and retailers will initially invest at least \$50 million in an advertising, public relations and in-store marketing campaign aimed at those who serve as the primary shopper for their family.

Improvements in the WIC and SNAP Programs

FMI is actively engaged with Congress and the U.S. Department of Agriculture (USDA) to create efficiencies in benefits delivery for participants in the Supplemental Nutrition Assistance Program (SNAP, formerly the food stamp program) and Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), who shop in FMI member companies’ stores. Before adjourning the 111th Congress, lawmakers passed legislation, which contains important policies to lay the groundwork for the modernization of the WIC program and extends child nutrition programs. The House passed the Healthy, Hunger-Free Kids Act of 2010 (P.L. 111-296) during the congressional lame duck session following Senate passage by unanimous consent in August. FMI strongly supported the legislation and lobbied for provisions to transition from paper coupons to Electronic Benefit Transfer (EBT) technology, including:

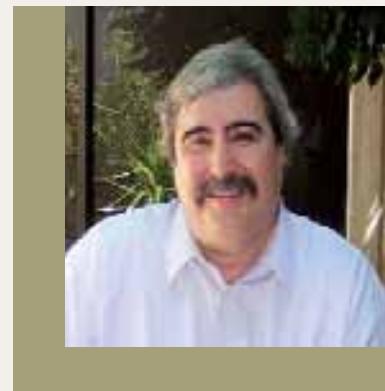
- Setting a WIC EBT mandate for October 1, 2020, moving paper WIC checks and vouchers to electronic delivery;
- Requiring cost sharing on integrated multi-function equipment, which would include the processing costs and the cost of connecting to the states’ EBT system. No interchange fees would be collected or allowed on WIC EBT transactions.
- Requiring the establishment of technical standards and operating rules for EBT systems;
- Requiring USDA to establish a national UPC database of WIC-approved products to be used by all state agencies within two years of the date of enactment of the bill.

Over the past decade, FMI has been actively engaged in the transition away from paper food stamp coupons to electronic benefit acceptance. Over the past year, FMI and the National WIC Association have established a joint working group to focus on ways to further enhance the shopping experience for WIC shoppers. FMI supports efforts to educate all customers about nutrition and healthy eating, but we do not believe that food choice in the SNAP program should be limited by the government, creating additional technology challenges for retailers and confusion for customers. FMI also plays an active role in a coalition to preserve food choice in the SNAP program, and in the 112th Congress, FMI will continue to advocate on behalf of this important policy issue. ●

John Robert Baylor

CONFEDERATE GOVERNOR OF ARIZONA TERRITORY

By Jack L. August, Ph.D.



Some historians describe John Robert Baylor as Arizona's first territorial governor. Others consider him a racist and Indian hater with an especially violent streak. Either way, he was a southern secessionist who played a central role in the Confederate plans to take the American Southwest away from the United States government between 1861-1865. Born in Paris, Kentucky in 1822, John Robert Baylor arrived in Texas in 1840. He farmed near Lagrange, fought the Comanche Indians as a Texas Ranger, served in the state legislature, and read for the Texas Bar, where he was admitted in 1854. He became an agent to the recently established Comanche Reservation in 1855 but quickly resigned the post citing his hatred for Indians. He next led Texas volunteers in the fight to have two reservations in Oklahoma and then became a rancher near Weatherford, Texas.



As a delegate to the Texas secession convention in January 1861, Baylor voted to remove Texas from the Union then accepted a commission as lieutenant colonel in the Second Regiment of Texas Mounted Volunteers. Assigned to capture Ft. Bliss at El Paso, he exceeded his commission by marching to Mesilla, near Las Cruces, New Mexico where he defeated the Union soldiers at nearby Ft. Fillmore. In March 1861 citizens of Mesilla and Tucson declared in public meetings their allegiance to the Confederacy. On August 1, 1861, Baylor then proclaimed the establishment of the Confederate Territory of Arizona (all of present Arizona and New Mexico south to the 34th parallel). At the same time he installed himself as Governor of Arizona—later affirmed by Confederate President Jefferson Davis and the Confederate Congress. A disagreement over critical articles in the local newspaper, *Mesilla Times*, led to a fight with the editor, Robert P. Kelly, who died of his injuries. A member of Baylor's Cabinet, Attorney General, Marcus MacWhillie, pardoned Baylor. MacWhillie was soon rewarded when Governor Baylor orchestrated the attorney general's election to the First Confederate Congress.

Meanwhile, to meet the confederate threat and possible usurpation of the southwestern territories the union leadership abandoned all the forts in western New Mexico (Arizona) and rushed most of the garrison to the Rio Grande River. At Ft. Craig, north of Mesilla, Lieutenant Colonel E.R.S. Canby concentrated all available men and resources and on February 21, 1862 he crossed the great river and at Valverde attacked Brigadier General Henry Hopkins Sibley who had arrived from Texas with two-thousand five-hundred Confederates. However, Canby's union force was defeated and driven from the field. Sibley and the Confederates marched north and seized Santa Fe but soon, in March 1862, the Colorado Volunteers descended on Sibley and his troops at Glorieta Pass, east of Santa Fe, and defeated the Confederates.

While Confederate hopes were dashed in northern New Mexico Territory, Baylor fought Apaches Indians and federal soldiers in the region's southern reaches. At one point, Baylor's frustration with the Apaches prompted him to issue the following order: "Use all means to persuade the Apaches or any tribe to come in for the purpose of making peace, and when you get them together kill all the grown Indians and take the children prisoners and sell them to defray the expense of killing the adult Indians. Buy whiskey and such other goods as may be necessary for the Indians and I will order vouchers given to cover the amount expended. Leave nothing undone to insure success, and have a sufficient number of men around to allow no Indian to escape." There is no indication that any of his officers ever followed this outrageous command. Nevertheless,

when news of Baylor's promulgation reached Confederate President Davis, he immediately relieved Baylor of his position as governor. His commission in the army was also revoked.

In most cases, this would have led others to embark in an alternative career arc; not Baylor. In 1863 Baylor was elected to the Second Confederate Congress—the same year President Abraham Lincoln declared Arizona a federal territory, separate from New Mexico—a position he held until 1865. He also enlisted in the Confederate States Army as a private, served in the Battle of Galveston and regained his commission of colonel and was attempting to raise a new force to recapture Arizona Territory, when the Civil War ended.

In 1865 he returned to Texas, living for a period of time in San Antonio. In 1873 he campaigned for the Democratic Party's gubernatorial nomination in Texas but lost to Richard Coke. Ever the Indian hater, Baylor, in 1876 offered his services to the United States Army, during the height of the Black Hills War with the Lakota Sioux. In 1878 Baylor established a big ranch near Montell in Uvalde County, Texas where he prospered. There he ranched, continued to be involved in violent confrontations with others and killed a man over a feud over livestock in 1881. He was never charged with a crime in this incident. He lived in Montell until his death, at age seventy-one, in 1894. ●

Dr. Jack L. August, Jr. serves as Executive Director of the Barry Goldwater Center for the Southwest and is Visiting Scholar in Legal History at Snell & Wilmer L.L.P. 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). Dr. August is the author of numerous books on the history of the New American West and has taught at the University of Houston, University of North British Columbia, and Northern Arizona University where his courses focused on the American West and environmental history.





The Arizona Food Marketing Alliance

Cordially invites you to attend a
Reception honoring
Arizona State Legislators

February 15, 2011
5:00 p.m. – 7:00 p.m.

Phoenix Country Club
2901 North 7th Street, Phoenix, AZ

To R.S.V.P., please call Raynetta Hughes or Debbie Roth at the AFMA office
at 602.252.9761, no later than February 11, 2011



T H E

ENCYCLOPEDIA

Don't you miss the encyclopedia? In my youth, every household had one. I spent many hours at my own home or friend's houses casually paging through the "World Book Encyclopedia" or "Encyclopedia Britannica." There was something comforting about the encyclopedia. You didn't have to commit to reading everything and because it was in alphabetical order, it was easy to navigate. The Internet rendered the encyclopedia obsolete. I came across a book recently that brought back the encyclopedia experience. William Hartston's "The Encyclopedia of Useless Information" took me right back to those days of browsing for interesting, trivial and sometimes amusing.....facts. Here is just some of the food or supermarket related content.

APPLE- China is the largest producer of apples. You will find China at the top of many lists in this book. Apples are the second most valuable fruit crop in the United States.....behind grapes.

ARTICHOKE- Castroville, Calif. is the Artichoke Capitol of the World. The first Artichoke Queen was crowned there in 1947.....a young Marilyn Monroe!

BANANA- Botanically the banana is not a fruit....it is a berry. India and Brazil are the largest producers of bananas.

BAR CODES- The first item to ever be scanned by a bar code was a package of Wrigley's chewing gum in 1974.

BEANS- The average person in Britain eats four times as many baked beans as the average American. The Irish eat even more!

BEER- The United States is the biggest consumer of beer. China is second. At least we beat them at something.

BRUSSELS SPROUTS- A 1991 survey of 442 students revealed that 50 percent reported a dislike of Brussels sprouts, 10 percent liked them and 40 percent were indifferent.

CHOPSTICKS- Thirty percent of the world's population usually eat with chopsticks. Fear of using chopsticks is called consecotaleophobia. Don't wave your chopsticks at those folks during dinner.

CIGARETTE- The cigarette lighter was invented before matches were invented.

CORNFLAKES- Cornflakes were originally conceived as therapy for mental patients at a sanatorium run by brothers William and John Kellogg. The breakfast food intention was to curb the patients sex drive.

DOUGHNUTS- Ten billion doughnuts are made in the United States every year. Somehow I thought there were more.

EGGS- The security detail for a president of Brazil spent weeks studying the distance an egg could be thrown so they could establish a safe distance to be from egg-throwing demonstrators. FYI....you need to be sixty meters away from them.

FISH- It is illegal to fish on horseback in Utah. It is also illegal to carry fishing tackle in a cemetery in Muncie, Indiana. And please note, it is illegal to get a fish drunk in Ohio.

FOOD- One of my favorite Fran Lebowitz quotes: "Food is an important part of a balanced diet."

HORSERADISH- Bottled horseradish was the first product produced by H. (Henry) J. Heinz.

ICE CREAM- Ben Cohen and Jerry Greenfield got in the ice cream business because bagel making equipment was too expensive. The last thing Elvis ate was four scoops of vanilla ice cream and some chocolate chip cookies.

LIGHT BULB- In 2001, a light bulb in the men's bathroom in a shop in Ipswich, England, finally needed to be replaced after seventy years of faithful service.

MUSHROOMS- If you eat mushrooms, you are a mycophagist. If you like mushrooms, you are a mycophile. If you study mushrooms for a living, you are a mycologist. I have never met one of those.

OLIVES- There are eight hundred million olive trees in the world. The most in any one country? That would be China.

SMELLS- According to a 2004 survey, the top ten favorite smells are: 1) Bread 2) Frying bacon 3) Coffee 4) Ironing 5) Cut grass 6) Babies 7) The sea 8) Real Christmas tree 9) Perfume 10) Fish and chipsironing??

STRAWBERRIES- Strawberries are grown on every continent in the world except Antarctica.

TEA- Iced tea was first served at the St. Louis World Fair in 1904. They were having a heat wave. The origination of the paper plate and the banana split are also attributed to that same fair.

WATERMELON- The average American eats 17 pounds of watermelon a year. Since I do not consume one ounce, someone out there is eating a lot of watermelon.

And you can have even more fun browsing through all the other subjects in the Encyclopedia of Useless Information:

FORTY- The only number when spelled out, has its letters in alphabetical order.

HANGOVER- The Mongolian traditional hangover cure is to drink a glass of tomato juice with a pickled sheep's eye in it!

KISSING- Kissing is banned on French railway platforms because it causes delays in the schedule.

LAWYERS- Two-thirds of the world's lawyers live in the United States.

MAINE- Maine is the only state name in America that has only one syllable.

TABLE MANNERS- The French King, Louis XIV ordered that table knives have rounded, not pointed ends so they could not be used as daggers during mealtime arguments.

TEMPERATURE- The highest temperature ever recorded in the shade was 136°F (57.8°C) in Libya in 1922. Makes Arizona seem downright cool, doesn't it?

"The Encyclopedia of Useless Information"

William Hartston
2007 Sourcebooks, Inc
Naperville, Illinois

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Ken Bennett

Secretary of State

and Balladeer...

By Lisa Schnebly-Heidinger

Ken Bennett has a whole repertoire of songs he penned and sings to popular tunes that describe activities at the Capitol. He marks birthdays in the office with an Adam Sandler birthday song, and heralds retirements with custom lyrics as well. When it's suggested that his 38 songs could be released as a double CD set to raise money for the beleaguered state, Bennett smiles. "I would donate every penny of the proceeds to the State Library Archives and Public Records," he says.

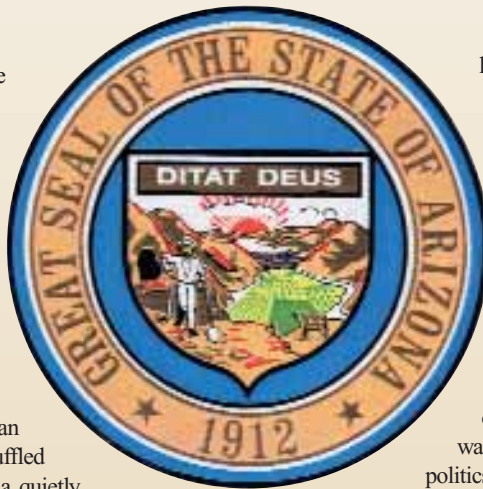
A member of the public observing Bennett doesn't usually see this side. He is a thoughtful man who listens more than he speaks, who never seems ruffled or tense; indeed, he often lightens a moment with a quietly humorous remark. In public, Bennett is both relaxed and confident.

Today AFMA's president Tim McCabe has come to the Secretary of State's office to have a conversation with Ken Bennett. Chatting in his office, Bennett seems more lighthearted. Again the conversation turns to music talking about how he began playing the guitar. Bennett describes his parents' resolve that the two oldest boys (he grew up with six siblings) learn to play musical instruments.

"We knew two musicians: one played guitar and one played accordion. Being the slightly older brother, I got to pick first." He spreads his hands. "I think my brother can still play 'Beer Barrel Polka.' I had a band in high school, but other than the Singing Senators, I mostly played and sang lullabies for my daughter."

In fact, Bennett describes himself as first and foremost a husband and father. Family matters. The next label is businessman; still serving on the board of directors for the Bennett family business (wholesale and retail in Northern Arizona) as well as having worked with alternative energy companies. And his current role is in public service. For almost half his life, in fact, Bennett has served various constituencies in Arizona: first on the Prescott City Council, then as State Senator for eight years, four of those as Senate President. Having served on the Arizona State Board of Education for seven years, he was also president of the Senate Education Committee for two years. Term limits were the only reason Bennett left the Arizona Senate; he loved being part of the law-making process, finding fellow Senators of both parties collegial. So when Governor Janet Napolitano resigned to join President Obama's cabinet, Bennett was delighted to hear that new Governor Jan Brewer thought of him first when it came to appointing a replacement Secretary of State.

"So does it feel different, now that you've been elected versus appointed?" McCabe asks. Bennett smiles briefly. "It does. It felt good to



know that the people elected me. It felt like a little bit of legitimization that occurred in my mind. I was very honored to be even considered, and amazed and even more humbled when she said I'd been the first person she thought of. But it is nice to be elected."

Then McCabe asked how he was drawn to public service.

"I was raised by parents who showed by example what it meant to be involved. Dad was on the City Council and Lions' Club president; my mom was PTA president, den mother – I remember once she even filled in for my Little League coach. She was at every game. We were raised that way." He adds politics is in his blood: great-grandfather Archie Wellington

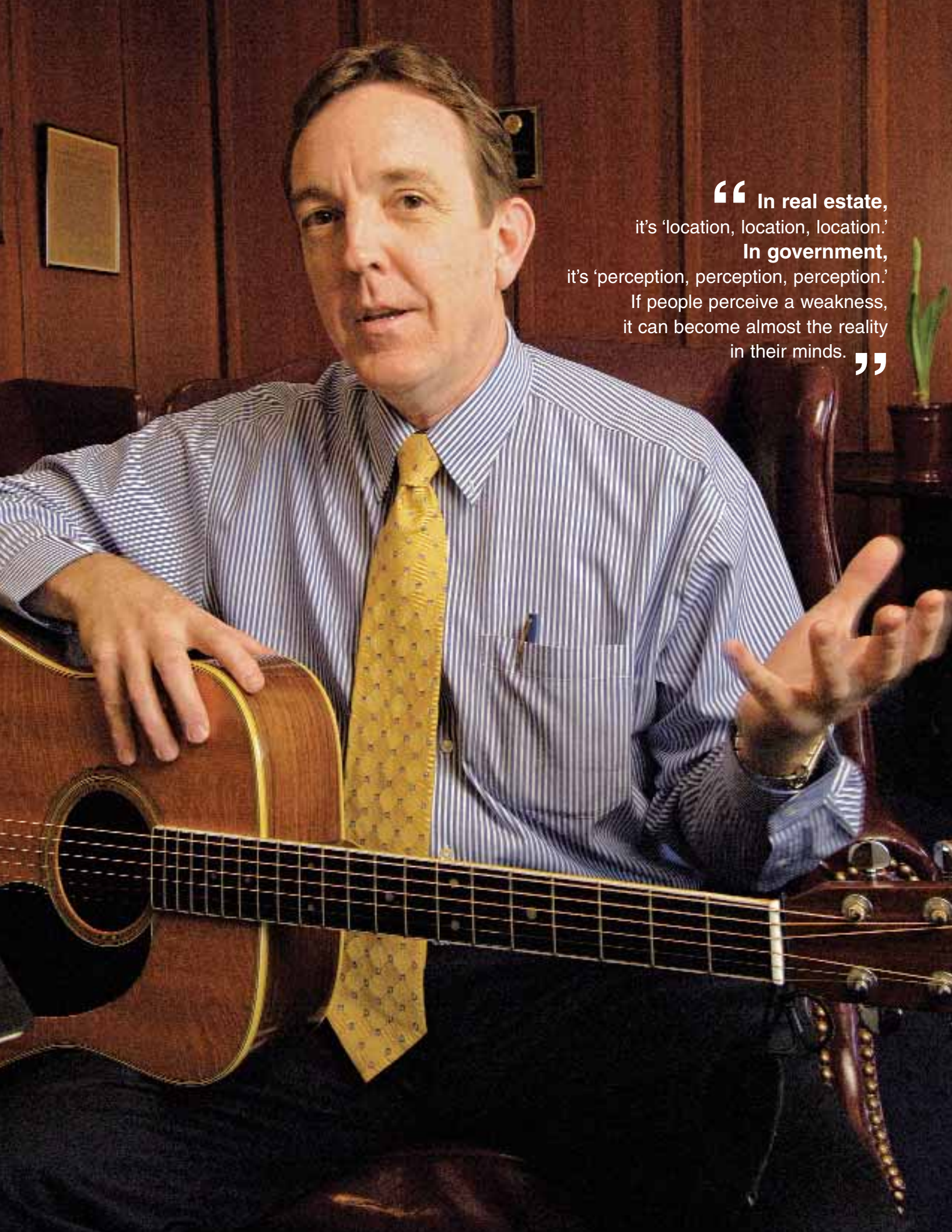
Bennett was the first Mayor of Glendale. ("I broke four generations of Archie's; it's good to be named for a favorite Uncle Ken.")

McCabe asks him to outline the duties of his office. Bennett begins with responsibility for all the voting in Arizona, probably the best-known responsibility. "We don't own a bit of voting equipment, though; nothing to print ballots. We have to work closely with the counties." His main goal for the next four years is to improve what is already a good election system, "making it the very best in the world. I want people to have complete confidence and trust and all the things they ought to in how it works. We do a pretty good job, but we're going to try to improve that."

Bennett mentions a dust-up about possible voter fraud that was hard to calm down once it got started. "In real estate, it's 'location, location, location.' In government, it's 'perception, perception, perception.' If people perceive a weakness, it can become almost the reality in their minds."

He explains that early ballot requests in Yuma came under fire; word spread that 5,000 had been ruled illegal. The actual number was closer to 1500, and there was no deliberate illegality: people who had already signed up for absentee ballots were asked if they wanted to do so, and unknowingly signed up a second time. While he's clearly disappointed in what he sees as deliberate misinformation, he's carefully vague about details or names. "You just protect the integrity of the system."

The Secretary of State's office is also in charge of preserving, storing and keeping track of every bill and law in the state, starting with what gets filed in the Legislature. Another area under Bennett's purview is the business services division, which records partnerships, and liens filed. In addition, trademarks and trade names are filed here. "Notaries, advanced medical directives, and wills are filed in this office also." And finally, Bennett is in charge of the Arizona State Library Archives and Public Records. There's a nice bit of serendipity here: as a state Senator, he was



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AFMA President Tim McCabe and Ken Bennett, Secretary of State

given the Polly Rosenbaum Award by that body, “in recognition of his support for the State Library’s mission to preserve Arizona history and ensure access to state information and records.”

From growing up in his family’s business (his father switched from cotton farming to gas and convenience store sales when he was abruptly replaced in Tucson by his employer’s son), Bennett has an understanding of, and sympathy for, the struggles of a business owner. He believes Arizona government’s first priority right now should be helping the businesses already here. He relates a story about a label on a diesel pump falling off and almost resulting in a \$50,000 fine as an illustration of what can happen when procedure trumps common sense.

“Number one is to get the economic engines re-growing. The best way to solve the economic struggle is jobs. We need incentives for companies to come, but first for companies to stay, and provide jobs that can support families. Tax cuts in and of themselves are not a solution. The overall business and regulatory climate, and the social climate, are most important. People want to know if they can locate in Arizona and have a reasonable chance at succeeding; that employees will have a reasonable education for their children; that arts and culture and all those kinds of things provide quality of life. We’ve already got the sunshine; that’s a real advantage. Now we’ve got to be competitive on the regulatory front. People who think about coming have to know it won’t take a year and a half to get permits, and that they won’t be regulated to death once they’re here.”

To do his part, Bennett says his office has prioritized helping businesses by becoming more efficient. “We focused on decreasing turnaround time. What used to take ten days to two weeks, like application for a trade name, we’ve got down to three to five days in most cases.” Even with a 22 percent budget cut, he says the office is more efficient. “We’ve improved service at the same time we’ve had less money. That’s what businesses have to do every day.”

Bennett’s years of service in various positions of government have given him a thorough understanding that he shares with groups; often he speaks several times a day. “Oh, the Kleenex box speech?” McCabe asks with a smile. Bennett nods. The Kleenex-box speech is vaunted among those who have heard it.

And watching Bennett deliver said speech to a group of potentially disaffected middle school students, one might wish every student in the state were required by state mandate to hear the speech. It presents so cogently and concisely the structure of government, and a picture of the Arizona state budget, that probably 99 percent of Arizona residents would be edified by it.

First Bennett brings out three electrical cords, using them to illustrate how government works. The first one he holds up is an extension cords. Questions

draw from the students the answer that this transfers power from a socket to another area. “That’s the first thing government does...transfers power. From where?” Students guess: the president? Bennett prompts them to recall the United States Constitution, and then the first three words: “We, the people...”

“The power is from us, from the people. We give it to our government.” Then Bennett holds up a power strip, asking what the switch does. It limits power. “Our government only has the powers we give it. It can’t change our rights: the right to free speech, to lawful assembly, to bear arms,” he says. Finally he holds up a splitter: “Power goes in here and comes out for three different things. The Executive, Legislative, and Judicial branches of government.”

Then Bennett unpacks labeled Kleenex boxes to illustrate the state budget. He explains the general fund is around \$10 billion. First a stack of boxes labeled “K-12” comes out. Five of them. So half the state general fund goes to primary education. After “health and welfare” boxes, “prisons and courts” and “higher education boxes” come out; a relative spare half-billion is left to fund myriad other obligations.

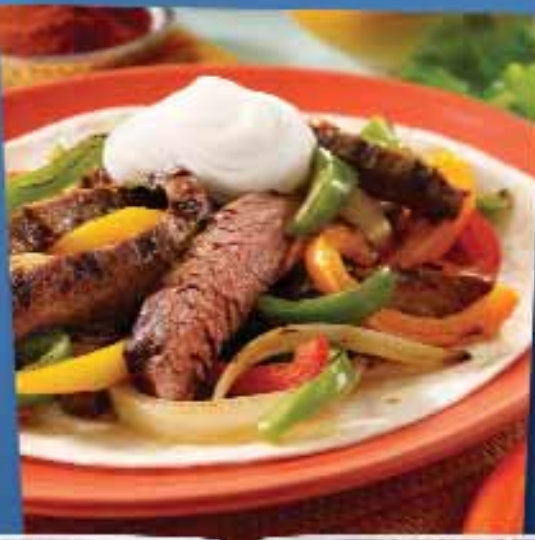
Bennett adds transportation funds, monies from alcohol and tobacco taxes, and federal money, illustrating with more boxes how the disbursements are divided. A lively discussion ensues about why teachers can’t be paid more. While he agrees with students’ desire for teachers to be handsomely compensated, Bennett walks them through the taxation process, leading them to the conclusion that if taxes are raised too much, businesses and people might move, actually making the revenue stream smaller instead of larger. His enthusiasm for his subject draws in his audience; by the time he goes off on a tangent to explain the word “sheriff” coming from “shire” and “reef,” they are completely engaged.

Five previous Arizona Secretaries of State have become Governor. How does knowing that feel? Bennett does something between a shiver and a shrug. He doesn’t sidestep the question. He’s thought about it. He would enjoy the challenge; enjoy working in the decision-making aspects of government again. He’s also willing to admit he’s changed his mind about something. Term limits he originally supported, he’s less in favor of now.

“I think they’re proving to be a bad idea. When an elected official can be there eight years and then they’re gone, the inertia continues on in the staff. Let me just say the best form of term limits is holding our elected officials accountable. That, to me, is the way term limits should work. I don’t want to come across as saying that once you’re elected you should always be elected. Instead, I mean that accountability should be to the people, not to a timeline.”

Asked about changing the title of his position from Secretary of State to Lieutenant Governor, Bennett says that while he doesn’t care what his current title is, he’s always surprised that many people have no idea that his position is second in line to the Governor. “I think there should be that awareness, as well as more interacting and communicating between the Governor and the number two slot, no matter what we call it.”

Bennett loves spending time with family, regretting that his son Ryan and daughter-in-law Kim live in Utah, meaning his new grandson McKay is farther away than he likes. He and his wife of 29 years, Jeanne, also have daughter Dana, a labor and delivery nurse with Banner Health Systems, and son Clif, who “just broke his Sun Devil parents’ hearts and graduated in psychology from the U of A,” Bennett says with a smile. Clean-cut, and trim, he looks every inch the former Eagle Scout and LDS member he is (his mission was in Japan). He hopes not to be done with public life. He acknowledges exploring a possible run for Governor – Governor Jan Brewer cannot seek re-election due to term limits in Arizona. He also sits on several boards and does church work. Bennett is young to be called a statesman, but if he stays on his current path of public service, that’s what he will become.



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David Ludwig,
Maricopa County Environmental Health Department

The Department of Health Visits AFMA

Last month, AFMA hosted a "Meet and Greet" with David Ludwig who is the Division Manager for the Maricopa County Environmental Health Department. David has been a regulator for thirty-one years and has spent the last 20 years with Maricopa County Environmental Health Services.

David provided an overview of topics addressed in the newest version of the Food Code which was approved September 15, 2010 by the Maricopa County Board of Supervisors. He pointed out several areas of interest including: hand washing, date marking, parasite destruction, time/temperature control for food safety and foodborne illnesses.

He explained that the Department of Health has "unannounced" and "scheduled" visits where documentation is requested for verification. It is important for any business to have policies and procedures in place. Failure to pay for permits WILL close a business, and although many will re-apply immediately, the permit will not be granted right away.

Changes for 2011 include:

- Computer Software Program (implemented in late February)
- Active Managerial Control Program
- Policy
- Train
- Monitor
- Partnership Awards

Clyde Smith "Smitty" Returns to Phoenix

By Jim McAllister

If you lived in Phoenix or Scottsdale from the early 1960s through 1980, you probably shopped at a Smitty's Supermarket. Most people from that era did as Smitty's grew from one store at 16th and Buckeye (Smitty's Big Town) to twenty stores and 6,000 employees. By the 1970s, they were controlling 35% of the grocery business in the Phoenix area. That was almost double their closest competition's share of market.

Clyde Smith grew up in Iowa during the 1930's Depression and after quitting school at age 17 in 1936, he hitchhiked to Ames, Iowa in search of a better life. Little did he know when he was hired for a job at Rushing's grocery store in Ames, that he had entered a profession that would eventually exhibit his uncanny abilities as a retail grocer.

At Rushing's he enjoyed the pace of the grocery business whether it was stocking shelves or running the cash register. Those attributes along with his "go for it" attitude paid off and by 1957, he was operating six Smitty's stores in Iowa.

While on vacation in Phoenix in 1959, Smitty decided to visit some local grocery retailers. He was a guy who was always looking for a new idea to take to his stores. Since Phoenix had a population of 400,000 and contained chains like Bayless and Food City, surely there was something that would be worth taking to the small towns of Iowa.



Clyde Smith (Smitty's) 60's photo



Jim McAllister and "Smitty" at a recent book signing in Scottsdale. Photo: Barb McAllister

Instead, he found stores that were "plain Jane" operations that did not contain amenities like restaurants and scratch bakeries as his Iowa stores did. Sensing an opportunity, he decided to move his company to Phoenix and open some stores.

In February, 1961, Smitty's Big Town opened to large crowds. It was the largest grocery store in

Arizona and it had a full service restaurant, a scratch bakery, a service meat counter, wider aisles, and a non foods department. Smitty had "scooped" the competition and by 1962 had opened a 132,000 square foot store in Scottsdale that was an early version of his superstore concept. In the years that followed, there was no stopping Smitty's.

Recently, I had the pleasure of interviewing Mr. Smith at a Fry's store during his book tour. When I asked about his secrets to success in the grocery business, he said his formula was simple: Hire and train good people, provide good leadership, and keep the lines of communication open. Also, always focus on the needs of your customers and dare to be different. Smitty's would sell 29 cent gallons of milk and 29 cent chicken dinners to attract customers. Nobody else was attempting that but it worked well for Smitty's.

Clyde Smith sold his Phoenix stores in 1980 to get into the resort business. Today at age 91, he and his wife operate the Smith and Smith Ministries in Texas. He is sharp as a tack, still has a firm handshake, and happily talks about the days of Smitty's as if they were yesterday.

Jim McAllister writes comments for the Arizona Republic, is a featured blogger for Plugged-in Scottsdale, and called on the grocery trade as a salesman for 20 years. He can be reached at azjimmcallister@cox.net.

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Industry CALENDAR

To be included on this industry calendar, send in your important dates by the 1st of the preceding month.

FEBRUARY 15, 2011

AFMA Legislative Reception
Phoenix Country Club

MARCH 3, 2011

AFMA Golf Classic
We-Ko-Pa
Phoenix, AZ

APRIL 2-6, 2011

WAFC Convention
Honolulu, HA

APRIL 14, 2011

Foundation Golf Classic
Omni National Golf Resort
Tucson, AZ

APRIL 2011

Day at the Capitol
Arizona State Capitol

JUNE 2011

AFMA Summer Golf Classic
The Rim Club
Payson, AZ

JULY 2011

Scholarship Luncheon
Phoenix Country Club
Phoenix, AZ

AUGUST 9, 2011

Golf in the Pines
The Rim Club
Payson, AZ

AUGUST 2011

League of Cities & Towns
Tucson, AZ

OCTOBER 2011

AFC Golf Tournament
Phoenix, AZ

NOVEMBER 18, 2011

Excellence in Leadership Awards Banquet
Sheraton Downtown Hotel
Phoenix, AZ

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The Wings Like Eagles Foundation gives \$25,000 to honor the lives of Tucsonans affected by the January 8th tragedy

The Wings Like Eagles Foundation, the charitable arm of Golden Eagle Distributors, Inc. will honor those affected by the January 8th tragedy through donations totaling \$25,000. The Foundation has donated \$5,000 to Homicide Survivors Inc. for the Tucson Tragedy Victim Fund and \$5,000 to The American Red Cross Southern Arizona Chapter in honor of U.S. Representative Gabrielle Giffords.

In memory of John M. Roll, Christina-Taylor Green and Gabe Zimmerman, The Wings Like Eagles Foundation has made donations to the following memorial funds:

- \$5,000 to the Law College Association for the John M. Roll Memorial Fund
- \$5,000 to the Community Foundation for Southern Arizona for the Christina-Taylor Green Memorial Fund
- \$5,000 to Child & Family Resources for the Gabe Zimmerman Memorial Fund

"All the families of Golden Eagle Distributors are heartbroken by the loss of life and the injury to our community. Last week, during the memorial service, Secretary of Homeland Security, Janet Napolitano, quoted extensively from the Book of Isaiah, Chapter 40. This piece of scripture forms the basis of our Foundation – to 'rise up with wings like eagles, run and not grow weary, walk and not grow faint.' This is our prayer for all affected by this senseless tragedy," said Christopher Clements, President, The Wings Like Eagles Foundation.

Clements continued, "As a company family, we were encouraged by the efforts of the first responders and the magnificent physicians at University Medical Center. It showed the best of Tucson. We continue to pray for all those affected by the tragedy, especially for the full recovery of our friend, Congresswoman Gabrielle Giffords."

This tragedy is a reminder of the gift of life and that every day is precious. With these donations, we do a small part in giving comfort to the families of the fallen with the hope of healing for our community.

About the Foundation

In memory of the late William M. Clements, founder of Golden Eagle Distributors, Inc., the Foundation was created to support distinct community organizations that engage in the enhancement of child welfare, education, the arts, the spirit, the advancement of liberty, and general community goodwill. Over the past eight years the Foundation has awarded nearly \$1.3 Million to 420 Arizona non-profit organizations.

The Foundation serves the communities of its founding corporation, Golden Eagle Distributors, Inc. – which include but are not limited to, Tucson, Casa Grande, Buckeye, Flagstaff, Globe and Show Low and is principally funded through direct contributions of its directors and employees.

Golden Eagle Distributors has been the exclusive distributor of Anheuser-Busch products, as well as other craft beers and imports across most of Arizona since its creation in 1974. The family-owned company is headquartered in Tucson with offices in Buckeye, Casa Grande, Flagstaff, Globe and Show Low, Arizona.



Hickman's Family Farms of Arizona Announces Armstrong Acquisition

Hickman's Family Farms of Arizona announced the acquisition of the Armstrong layer flock in Valley Center, California. Hickman's, already the largest shell egg producer west of the Rockies, says the latest addition will bring its current flock capacity to more than 5.5 million layers.

"Our families have been close friends for years. Their history, beliefs and culture are very compatible with ours. This deal will allow us to better serve and grow our base of customers in California," states Glenn Hickman, president of Hickman's Family Farms.

Ryan Armstrong says, "The Hickman organization is the gold standard for food safety and animal care. Every plant they operate is full time USDA, HAACP, and SQF certified. Alan [Armstrong] and I are excited to join their team."

Hickman's Family Farms, founded in 1944, is a fully integrated producer of shell eggs, pasteurized eggs, cooked eggs and fertilizer, servicing customers in the Southwest.

Crescent Crown Distributing Announces New Mesa Facility



Mesa, Arizona has been selected as the future home for Crescent Crown Distributing's East Valley warehouse distribution facility and Arizona corporate office. Located just East of Dobson Road on West Broadway Road, the 23 acre site is scheduled for ground breaking in March 2011 and projected to open in March 2012 with 305,000 square feet under roof. This includes 235,000 square feet of controlled temperature warehouse, 40,000 square feet of office space and 30,000 square feet of refrigerated space. The facility will service Crescent Crown's East Valley business with approximately 400 employees and over 60 sales and delivery routes. This new facility will represent about 60% of the company's total business in its Maricopa and Pinal County marketing area.

Local Food Banks Want Your Citrus: Gleaning Season Began January 3

The New Year means one thing to food banks around Arizona: citrus gleaning season has officially begun. To help meet increased demand for food brought on by increased poverty, unemployment and the uncertain economy persisting throughout Arizona, food banks are asking the public to donate excess fruit from personal and neighborhood citrus trees.

While it is always appreciated if you can pick the citrus from your trees and drop it off at a food bank, some food banks employ volunteer gleaning crews to come to your property to glean trees. The number of gleaning crews are limited and are reserved on a first-come, first-serve basis, so be sure to call your closest food bank as soon as possible beginning January 3, 2011. Some food banks may ask for a monetary donation to glean your trees to help cover costs. These food banks offer gleaning crews to the public:

- St. Mary's Food Bank Alliance, Phoenix & Flagstaff: 602-343-5658, www.firstfoodbank.org
- United Food Bank, Mesa & East Valley: 480-926-4897 ext. 256, www.unitedfoodbank.org
- Community Food Bank, Tucson & Southern Arizona: 520-623-7978 ext. 222, www.communityfoodbank.org

While these food banks are unable to come out and glean your trees, they are more than happy to accept your dropped-off citrus donations:

- Desert Mission Food Bank, North Phoenix: 602-870-6060, www.jcl.com/foodbank
- Yuma Community Food Bank, Yuma: 928-343-1243, www.yumafoodbank.org

Are you able-bodied and interested in being part of a volunteer gleaning crew? The food banks would like to hear from you as soon as possible.

Bookmark www.azfoodbanks.org for news about citrus gleaning events happening throughout the spring, including St. Mary's Food Bank Alliance's annual Super Citrus Saturday which took place January 22, 2011 from 9 a.m. to 2 p.m.

Established in 1984, the Association of Arizona Food Banks is a private, non-profit organization serving five-member regional food banks (Community Food Bank, Desert Mission Food Bank, St. Mary's Food Bank Alliance, United Food Bank, Yuma Community Food Bank) and a network of nearly 1,700 food pantries and agencies. As one of the first state associations in the nation, AAFB was instrumental in the development of a statewide gleaning project, and our advocacy efforts have brought about beneficial state and federal legislation for our member food banks and the people they serve. For more information, to find a food bank or pantry in your area, or to learn more about donation and volunteer opportunities, please visit www.azfoodbanks.org.

Kristi Yamaguchi & Safeway Partner for Kids' Health

Program Supports National Initiatives to Raise A Healthier Generation

SAFeway Safeway is partnered with Olympic figure skating champion Kristi Yamaguchi to re-launch the highly successful "Lunchbox Winners" produce program on January 5th in nearly 1,500 stores across the nation. The goal of the program was to offer parents an easy solution for school lunches and snack ideas that are better for their kids and easy for parents. The inspiration for the program came from Safeway's desire to support Fruits & Veggies – More Matters® and First Lady Michelle Obama's Let's Move! America's Move to Raise a Healthier Generation of Kids programs to help raise a generation of active, healthy children.

The Lunchbox Winners featured athlete for January was Olympic champion figure skater and "Dancing with the Stars" winner, Kristi Yamaguchi. Yamaguchi shares her favorite "Winning Wrap" recipe and inspires kids to realize their dreams and make responsible food choices. Just as in the first two months of this program with soccer champ Brandi Chastain and Olympic gold medal gymnast Dominique Dawes, select athletes may make personal appearances in Safeway stores to interact directly with and inspire their young fans.

"We are committed to helping our customers by offering programs that engage the whole family to make better-for-you choices and encourage a healthy, active lifestyle," said Steve Burnham, Safeway Vice President/General Manager Corporate Produce. "The Lunchbox Winners program gives our customers great ideas that encourage their children to eat well and stay active. It is also why we will continue to support Fruits and Veggies—More Matters public health initiative to motivate people to eat more fruits and vegetables and the First Lady's Let's Move! campaign."

Lunchbox Winners features a variety of professional athletes who encourage children to eat well and stay active. In February the program will feature Olympic snowboard cross gold medalist, Seth Wescott. The successful program will run through the school year, ending in May 2011. Shoppers will find new booklets in the store each month with simple snack and lunchbox recipes. All featured products for these easy-to-prepare recipes will be displayed and available for purchase in the produce department.

"We are thrilled to be a part of the Lunchbox Winners campaign," said Elizabeth Pivonka, Ph.D., R.D., President and CEO of the Produce for Better Health Foundation. "The campaign is a great example of how retailers can take an active role to ensure kids have healthier lunchbox and snack options every day."

The program also includes an interactive website, www.LunchboxWinners.com, for both parents and kids. Additionally, the website features recipes and information from featured athletes, including an "Ask the Athlete a Question" section. The site also links to additional resources for parents including www.LetsMove.gov and www.FruitsAndVeggiesMoreMatters.org. The initiative will be promoted by in-store radio and point of sale materials. Lunchbox Winners was created exclusively for Safeway by Consumer Effects, Intl., a consumer marketing agency based in Roseville, California.

About Safeway www.Safeway.com

Safeway Inc. is a Fortune 100 company and one of the largest food and drug retailers in North America based on sales. The company operates 1,702 stores in the United States and western Canada and had annual sales of \$40.9 billion in 2009. The company's common stock is traded on the New York Stock Exchange under the symbol SWY.

Members of the Oregon and Auburn band, cheerleaders and, "The Duck" and Aubie the Tiger joined both University presidents – Oregon's Richard Lariviere and Auburn's Jay Gogue – at St. Mary's Del E. Webb Distribution Center. The bands, cheerleaders and mascots performed as the volunteers entered the Food Bank and before dignitaries such as the Oregon Board of Trustees who were introduced and the University presidents and U.S. Senator Jeff Merkley (D-Ore.) who spoke about the joint project.

Oregon made a donation of food brought from the Eugene campus to benefit the hungry in Arizona before administrators and fans from both schools spent approximately two hours building some of the more than 40,000 Emergency Food Boxes St. Mary's Food Bank Alliance distributes each month to the hungry.



PHOENIX ZOO HOLDS FOOD DRIVE TO BENEFIT ST. MARY'S FOOD BANK ALLIANCE

The Phoenix Zoo announced it kicked off an after-the-holidays food drive to benefit St. Mary's Food Bank Alliance, the world's first food bank. The food drive began Saturday, January 15, 2011 and ran through the end of the month.

St. Mary's Food Bank Alliance received many generous donations of food just before the holidays and was able to feed more than 100,000 people in the five days leading up to Thanksgiving alone thanks to the response from both individuals and businesses. During the months of January through May, those donations drop considerably and the Food Bank struggles to maintain food supplies to meet the consistent demand.

"It's extremely easy for people to think of donating food during the holiday season, but our greatest need comes after the holidays when those donations decline," St. Mary's Food Bank Alliance President and CEO Terry Shannon said. "With one out of four children going to bed hungry in the state of Arizona, we are very grateful the Phoenix Zoo is helping us continue to feed the hungry in our community."

The Phoenix Zoo recognizes that there is a need to keep the shelves stocked at the food bank, long after the holidays are over. To keep the spirit of giving alive and well in the Valley, the Phoenix Zoo is offering the chance for visitors to start the New Year off by giving...and receiving. Visitors to the Phoenix Zoo who donate non-perishable food items for St. Mary's Food Bank Alliance will receive \$1 off general daytime admission for each item of food, with a maximum of \$5 off per person. Any donations over five items is also greatly appreciated and welcome.

"The Phoenix Zoo is proud to partner with St. Mary's Food Bank Alliance and its mission to feed the hungry of Arizona," says Bert Castro, CEO and President of the Phoenix Zoo. "We hope that visitors to the Zoo who participate in this special discount offer not only enjoy their experience at the Zoo, but realize that they are helping to feed so many people in great need at this time."

Non-perishable food items must be brought to the Phoenix Zoo, located at 455 N. Galvin Parkway, Phoenix, to receive the discount offer.

About the Phoenix Zoo

The Phoenix Zoo is a non-profit zoological park that serves 1.5 million guests annually. Home to more than 1,300 animals and many endangered and threatened species, the Zoo is dedicated to providing experiences that inspire people and motivate them to care for the natural world. For more information about the Zoo and upcoming events visit phoenixzoo.org.

About the Food Bank

St. Mary's Food Bank Alliance, the world's first food bank, is a non-sectarian, nonprofit organization that alleviates hunger by efficiently gathering and distributing food to 534 partner agencies at more than 700 locations that serve the hungry. Serving two-thirds of Arizona's 15 counties, the organization is a member of Feeding America, the national network of food banks, and is committed to volunteerism, building community relationships, and improving the quality of life for Arizonans in need. Last year, the Food Bank distributed more than 72 million pounds of food to families and individuals, provided enough food for 275,000 meals every day, and garnered more than 370,000 volunteer service hours. Web site: www.FirstFoodBank.org



Auburn Band and Cheerleaders Joined Oregon Squads at St. Mary's Food Bank for Community Service Project

*Boosters, Team Officials and VIPs Joined Both University
Presidents As They Built Emergency Food Boxes to Benefit the
Hungry of Arizona*

The day before their football teams met in Glendale to decide the national championship of college football in the BCS Title Game, representatives of the University of Oregon and University of Auburn teamed up to fight hunger in Arizona with a community service project partnership that took place on Sunday, Jan. 9 at St. Mary's Food Bank Alliance.

RETAILER • HALL OF FAME • SUPPLIER
2011
EXCELLENCE IN LEADERSHIP
Arizona Food Marketing Alliance

2011 Excellence in Leadership Awards
Nomination Form

ELIGIBILITY:

- Must be currently active in Arizona's Food Industry and an active member of AFMA

QUALITIES OF EXCELLENCE:

- Respected by peers for personal impact on developing the industry's next generation of leaders
- Widely known for enhancing the positive image of the food industry
- Recognized by industry for distinguished leadership in own company, community and civic organizations

2011 NOMINATIONS *Please print person's name and company*

RETAILER: _____

SUPPLIER: _____

2011 Arizona Food Industry Hall of Fame
Nomination Form

ELIGIBILITY:

- Owned, managed, and/or operated retail grocery store(s) or been a supplier to a retail grocery store in Arizona.
- Minimum of five years experience in the food industry.
- Made a significant contribution to the food industry in Arizona through company growth, innovation, customer service, outstanding personal leadership, and community service.
- Held in high esteem by others.
- Been non-active in direct day-to-day operations for a minimum of two years.

2011 NOMINATIONS *(Please print person's name and company)*

Please provide your name and contact information for additional clarification:

NAME: _____

PHONE: _____ **E-MAIL:** _____



Golf Classic

Arizona Food Marketing Alliance
March 3, 2011

18200 East Toh Vee Circle • Fort McDowell, AZ 85264

Co-Chairs

- Louie Diab
Circle K
- Ken Diehl
Albertsons
- Justin Ogburn
Fry's Food Stores
- Randy Ong
Sunflower Farmers
Market
- Chip Radossevich
Daisy Brands
- Doug Sanders
Sprouts Farmers
Market
- Tom Stamas
Phoenix Ranch
Markets

Your Day Will Include: Cholla and Saguaro courses and Cash Prizes

- 8:00** a.m.Check-in/Continental Breakfast/Tee Gifts
- 9:30** a.m.Shotgun Start
- 3:00** p.m.Lunch/Awards

Entry Form

Corporate Name: _____
 Contact Name: _____
 Street: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ Email: _____

Participants

Name: _____ Company: _____
 Name: _____ Company: _____
 Name: _____ Company: _____
 Name: _____ Company: _____

For Information Call:

Debbie Roth
602.252.9761
Cell 602.885.4408
Fax 602.252.9021
droth@afmaaz.org

(please check)

Team (Foursome)\$4,000
 Individual\$1,200
Total:\$ _____



Fees Payable to: Arizona Food Marketing Alliance
 Mail to: AFMA • 120 E. Pierce • Phoenix, AZ 85004

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Arizona Food Marketing Alliance

Golf Classic

March 3, 2011

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