

March 2011

**KEVIN TYNE, DIRECTOR
ARIZONA DEPARTMENT
OF WEIGHTS AND MEASURES**

**ARIZONA FOOD INDUSTRY
JOURNAL**

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"I'd like to thank the Arizona Food & Drug Industry Education Foundation for the scholarships I have been awarded for 2009 and 2010. This year I had the opportunity to participate in a student teaching pilot program at ASU that has been incorporated into the Mary Lou Fulton College of Education. Participating

in the pilot program was an indescribable experience however I would not have been able to participate without the Foundation Scholarship which allowed me the time to focus on my academics."

Jenna Wagner is the daughter of Joe and Karen Wagner. Joe has been with Bashas' for over 32 years and is currently the Director of the Northern Division.

Jenna is pursuing a degree in Early Childhood Education at ASU and is the recipient of multiple scholarships through AFMA's Education Foundation totaling \$1,500. She is on track to graduate May 2011.

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ARIZONA FOOD INDUSTRY JOURNAL

MARCH 2011

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Kevin Tyne, Director
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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

GOVERNOR SIGNS ARIZONA COMPETITIVENESS PACKAGE

Provides Business Tax Cuts/Reforms

The Governor signed the Arizona Competitiveness Package (HB2001) into law, which is designed to trigger economic growth in Arizona by providing tax incentives to certain qualified businesses and tax cuts to all businesses. Most of the benefits associated with the tax cuts won't be realized for a few more years since the cuts are phased-in upon the expiration of the temporary sales tax (Prop 100).

HB2001 replaces the Department of Commerce with the newly created Arizona Commerce Authority (ACA). The ACA is funded with \$35 million from the state general fund, \$25 million of which is provided to the Arizona Competes Fund to provide "deal-closing funds" to qualifying businesses. Additionally, the bill allows the Enterprise Zone Program to sunset; however, new income tax and premium insurance tax credits are created in the amount of \$3,000 for net new jobs created, which can be claimed for three years, capped at 400 jobs in each year. The legislation also provides for an additional tax credit for research and development (R&D) of 10% for university related research, subject to an annual aggregate cap of \$10 million.

Business Property Tax Assessment Ratio Reductions

The Governor's Competitiveness Package includes an ATRA legislative proposal (SB1163) that was sponsored this year by Senator Steve Yarbrough to reduce the assessment ratio on class 1 (business) property to 18%. Whereas SB1163 would have reduced the assessment ratio by one percent each year beginning in tax year 2012, HB2001 requires that the assessment ratio be reduced by a half percent each year beginning in tax year 2013 to 19.5%, which continues to drop until it reaches 18% in tax year 2016. Additionally, the assessment ratio in class 2 agricultural property is reduced from the current assessment ratio of 16% to 15% in tax year 2016. Furthermore, the bill requires the Department of Revenue to annually adjust the homeowner rebate between tax years 2013 and 2016 in order to offset the shift in tax liability to owner-occupied homeowners.

Business Personal Property

Arizona statutes provide additional depreciation on business personal property, which is commonly referred to as "accelerated" depreciation, for the first five years. In an effort to encourage businesses to purchase new equipment, the bill increases the additional depreciation by 5% in each of the five years.

MERCHANT RELIEF FROM DEBIT INTERCHANGE FEES COULD BE LOST WITHOUT INCREASED INDUSTRY GRASSROOTS; WILL YOU DO YOUR PART?

The merchant community and our consumers achieved a major victory last year when the Dodd-Frank Act was signed into law, which contained a provision for the Federal Reserve to ensure debit interchange fees are "reasonable and proportional" to the cost. In late December 2010 the Federal Reserve issued a Proposed Rule that would create a "safe harbor" of .07 cents with a cap of .12 cents of debit interchange fees. Generally, supermarket retailers would see their debit interchange rates

drop from an average of 35-40 cents to no more than .12 cents.

Over the past couple of months the banks have made significant progress convincing Members of Congress that the Federal Reserve has gone too far and will destroy a number of small banks and credit unions, even though the law exempts financial institutions with assets of \$10 billion or less. Last Thursday the House Financial Services Subcommittee on Financial Institutions held a hearing on the issue where most Subcommittee members signaled their support for, at a minimum, a delay in the Federal Reserve's rulemaking process. Currently, the Proposed Rule is scheduled to become final in July 2011.

N.G.A. cannot stress enough how important grassroots on this issue is right now. Without each and every member taking the time to contact their elected officials on this issue we could very easily see these significant reforms disappear before your business and your consumers were even able to reap the benefits. It's up to you to help protect these reforms.

CALL: Dial 202-224-3121 and ask for your Representative and Senators office.

Ask them to SUPPORT small businesses and consumers by NOT delaying the Federal Reserve's rulemaking on debit interchange fees and ask for their support for reforming these anti-competitive fees.

CONSUMERS PREFER STORES AT 30-50K SQUARE FEET

When it comes to store size, consumers say the 30,001-50,000 square foot format is their sweet spot for most food-buying trips. Nearly six in ten (57%) feel it offers the right balance for their needs, according to findings of the 2011 National Grocers Association-SupermarketGuru Consumer Panel Report.

The combo store format of 50,001-70,000 square feet is the second-most popular choice, cited by 19% of respondents; yet that's exactly one-third as many as cited the conventional size, so it isn't a close second. And for all the talk about Tesco-size stores, the fresh-to-go format is apparently thought of as more for convenience than filling full household needs.

FNS ISSUES GUIDANCE; SNAP PARTICIPATION SETS NEW RECORD

USDA's Food and Nutrition Service (FNS) will be circulating information in the next few weeks for SNAP authorized retailers informing them of new IRS reporting requirements for electronic benefits transfer (EBT) machines. The new requirements will impact retailers that accept SNAP and WIC benefits. The first report will be due to the IRS in February 2012 for all 2011 payments received through EBT machines.

Participation in USDA's Supplemental nutrition Assistance Program (SNAP) hit new record enrollment levels in November 2010, with 43.5 million individuals receiving SNAP benefits, an increase of almost 400,000 participants from October 2010.

Additional information on SNAP is available on USDA's Food and Nutrition Service (FNS) including resources for retailers and participants.

The full breakdown of current SNAP participation is available on the FNS website.

SUPERMARKETS TICKING OFF CONSUMERS **A new survey reveals shopper pet peeves,** **which include high prices, mismatched signs and** **hard-to-reach products.**

With shoppers fleeing grocery stores to make more food purchases at drug, dollar and convenience stores, supermarkets have been in a tough spot lately. But a new survey finds that grocery stores commit several mistakes that really make shoppers angry, Marketing Daily reports.

The Supermarket Guru survey found that shopper pet peeves include high prices, missing signs and products placed out of reach. Sixty-two percent of shoppers said they hate it when stores run out of sale items, making this the top pet peeve.

“It’s amazing to me that in today’s world—with just-in-time inventory and all the technology they have, that stores let this happen,” said Phil Lempert, CEO of the Supermarket Guru. “There is just no excuse for that.”

These problems have driven consumers to find alternative places to purchase food, such as the increase in food sales at such drugstores as CVS, Duane Reade and Walgreens.

Another top complaint is products on top shelves being too high to reach, with 35 percent of survey respondents saying they hated this. Promotional displays bother 28 percent of respondents.

“With aging baby boomers and arthritis, putting products on shelves that are too high is just annoying,” said Lempert. “At stores like Walgreens, you don’t have these very tall gondolas and it’s a much more comfortable shopping experience.”

Other complaints include stores that give out checkout coupons with very short dates (32 percent) or those that require buying a companion product (46 percent); and stores with enough cashiers (44 percent). Other vexations focus on products, such as around 38 percent of respondents saying perishables and meat, seafood, deli and bakery items cost too much and 34 percent pointing to those items not always being fresh.

“This is a wake-up call for supermarkets,” said Lempert. “Shoppers want a lot more than low prices.”

HOW INFLATION IS TURNING BREAKFAST **INTO A LUXURY ITEM**

The Fed's policies are pricing basic morning staples out of reach -- and the results may come back to haunt even those who don't notice.

"Poverty wants some things, luxury many things, avarice all things."-Benjamin Franklin

One of our young Jedi analysts at Hedgeye, Kevin Kaiser, sent me a highlight from The Grocer (an industry trade rag) that inflating food prices are making ordinary breakfast items like orange and apple juice a "luxury."

Now a Wall Street analyst at a sell side investment bank would find a way to dress this data point up with a pig's lipstick and call it an "affordable luxury." Someone working for Federal Reserve Chief Ben Bernanke probably calls something like breakfast "non-core" or "free." But we simpleton, non-recipients of government bailout moneys, just call it what it is – inflation.

Six months ago we didn't have global inflation accelerating. We had a US dollar index that wasn't being debauched (7.7% higher at \$83), a CRB Commodities Index (19 commodity basket) that was 30% lower in price, and we didn't have Quantitative Guessing Part Deux either. Back then, free markets pricing in a strong U.S. dollar and low inflation was a bullish signal to buy U.S. equities. Today, the latest big government intervention scheme is debauching the dollar and perpetuating higher inflation. Back then, I dropped my cash position to 46%. Today, I've raised it to 67%. (And understand that I'm not one of these perma-bulls who needs to be invested trying to get back to a 2007 high-water mark gone bad.)

Recently, we saw a new high-water mark established in the real-world inflation reading. With the U.S. dollar getting burned at the stake (down 1% on the day, making a move towards a 6-month low), the CRB Commodities Index was hitting a freshly squeezed 6-month high. All luxury things considered, if you are one of the 44 million Americans who lives on food stamps, how do you like them apples?

Now setting aside the inconvenient truth that there's never been a global economic powerhouse that has devalued its way to prosperity, let's give the Bernanke a little something to bring to his dance with America's new chair of the US Financial Services Sub-Committee on Domestic Monetary Policy, Ron Paul, on February 9th. Here are the 6-month price percentage moves in some of the things people need to live with:

- Cotton = +125.7%
- Sugar = +82.6%
- Corn = +59.0%
- Coffee = +41.4%
- Rice = +40.5%
- Oats = +36.6%
- Copper = +36.1%
- Lumber = +33.8%
- Oil = +25.1%

Yeah, I guess for the sake of professional policy makers in DC who get dinner for free and a car service to work, I should stop there. To make the Top 10 things that may or may not be considered "luxury things," you really need to have inflated on the order of 25% or more. Pork bellies are only up 10.7% in the last 6 months – so go have yourself some powdered Keynesian Kool-Aid with some sausage links for lunch and like it.

Over that same 6-month period the dollar has dropped almost 6% and now has an inverse correlation to the price of rice and wheat.

So where does that leave the almighty American Consumer? That's easy, pull up some charts of U.S. consumer stocks – and pull up some big ones like Procter & Gamble (PG), McDonalds (MCD), and Target (TGT).

Sure, since most people in this business read points of view in terms of how it directly addresses their personal positioning, I'm sure you can find me some US Consumer stocks that used to look like Coach (COH) -- before the man-purse idea didn't take CEO Lew Frankfort to the moon -- but overall, Consumer Staples (XLP) and Consumer Discretionary (XLY) are the 2 worst sectors in the entire US stock market all of a sudden for a reason, down 1.84% and 0.97% in the last 3 weeks of trading, respectively.

On a more positive note, Hosni Mubarak turned on the internet. So now all of our Egyptian friends can start tweeting Hedgeye's 6-month table of real-world inflation to their friends again. Social networking tools are going to continue to revolutionize the transparency and accountability standards that the people of this world hold their governments to. That's a luxury thing of personal liberty that I can believe in.

A.J. Bayless:

Arizona's Suburban Grocery Magnate

By Jack L. August, Ph.D.



Growing up on the north side of Phoenix in the 1960s brought me into habitual contact with the neighborhood A. J. Bayless grocery store on 7th Avenue and Bethany Home Road. As my four siblings and I exited our family's blue Plymouth I recall us pleading to my mother for Barq's root beer or Bubble Up as part of the weekly grocery haul; instead at the check out line we were greeted with milk, bread, and vegetables. Thankfully she ignored our appeals for sugar and carbonation but a constant was that the two hours at Bayless became a weekly ritual. As I grew older I wondered about the Bayless family since it seemed their stores, each of which was adorned with the phrase, "Your Home Town Grocer," were omnipresent

As I learned later, Arthur Joseph (A.J.) Bayless, born August 7, 1909, was the latest in a generation or more of Bayless family store owners. His grandfather operated a small store in Tennessee and his father, J. B. (the family seemed to have an affinity for initials), opened his first store in 1895. Between 1900 and 1917 the family lived in Spokane, Washington where A. J. was born, and J.B. owned and operated a grocery store. After moving to the Salt River Valley in 1917, J.B. opened his first store at the corner of Van Buren and Grand Avenue and by 1930, when he sold out to the MacMarr stores and retired he boasted a chain of eighteen J.B. Bayless grocery stores,

most of which were situated in and around the bustling agricultural and urban hub of Phoenix.

Young A. J., who worked in the family stores since childhood and learned all aspects of the grocery business, attended Phoenix Union High School and Phoenix College. But by age twenty-one, at the same time his father sold out and cashed in his life's work in 1930, he opened his own store and called it "A.J. Bayless." Through the Depression years and into World War II he added new Bayless store locations at a steady rate. A stint in the Navy did not deter A.J. and he began an ambitious post-World War II expansion program with remodeled stores. Significantly, Bayless anticipated the suburbanization of Phoenix as well as its next few decades of unprecedented growth and development. In 1948, for example, he opened three new stores amidst Phoenix's expanding residential developments. Another new store opened in 1949, in the underappreciated retail market of south Phoenix, and he added other stores as the city's burgeoning population growth allowed.

By 1952 A.J. Bayless served on the Phoenix Chamber of Commerce and took his place among the pantheon of important mid-twentieth century business leaders. His ambition and drive for expansion, however, created tension among some area residents since his stores brought forth changes that altered the nature of neighborhoods. In fact, when he announced his plans for the store at 7th Avenue and Bethany Home in 1953, he ran into a wall of protest and opposition, though Bayless ultimately rolled over the citizens' protests and convinced the Maricopa County Planning and Zoning Commission that his store stood to benefit the area. Bayless would not be denied his part of the post-World War II boom.

In 1958 Bayless's unquenchable thirst for expansion placed him at odds with developer John F. Long, the young and dynamic residential developer who yearned to move into the commercial field. Long was then in the process of building his regional shopping center at 51st Avenue and Indian School Road and Bayless proposed his own two miles west of Long's development. Long, an advocate of urban planning and the developer of Maryvale in the west valley, claimed that Bayless's shopping center would disrupt the orderly development of the community. Despite the forceful arguments of Bayless's attorney, F. Haze Burch, the Maricopa County Board of

Supervisors sided with Long and his planning ideal over free market competition; a rare defeat for Bayless. But it mattered little if Long beat him in the west valley, because Bayless planned to build new stores in the east. Ironically, the argument between Bayless and Long resulted in litigation and the Arizona Supreme Court ultimately sided with Bayless in 1959. By then, however, Long's shopping center was too well-established and Bayless focused his energies on other challenges.

By the mid-1950s Bayless and other commercial developers comprehended the symbiotic relationship between residential development and small strip mall commercial centers. Residential developers learned that their subdivisions sold quickly if they were located near convenient shopping, with a grocery store at the top of the convenience list. In fact, Bayless's development at 35th Avenue and Bethany Home Road--West Plaza Shopping Center—which opened in 1959, extended the commercial strip concept into a mini-mall. Located on forty acres and at a cost of \$2 million, West Plaza featured three "largest in the state" stores, a parking lot that could accommodate 4,000 automobiles, and, not surprisingly, the largest Bayless store to date. After Park Central, it was Arizona's largest shopping center.

By the 1960s, A. J. was in his prime but medical problems hastened his retreat from daily operations. He had challenged the status quo and other lions of commerce and survived but in May 1962, on his doctor's advice, A.J. Bayless began to withdraw from active management of the stores. He lingered for five years and died on March 4, 1967. At the time of his death the Bayless chain included forty-seven stores and though the enterprise continued to grow for a while thereafter, it was only a matter of time before the family sold its interests to national and regional chains and by the 1990s the Bayless family grocery stores were an Arizona memory. ●

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.




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This Sales Craze is all Greek to Me!

It has been a while since a supermarket category emerged from the fringes of near obscurity to an overnight sales sensation. Energy drinks, bagged salads and pomegranate everything all experienced that seemingly instant consumer acceptance and subsequent meteoric sales rise. Well, there's a new kid on this block and it's Greek yogurt.

America is going nuts over Greek yogurt. Neilson reported near the year end of 2010 that Greek yogurt 52 week dollar sales were up 160 percent and unit sales up 203 percent. All non-Greek yogurt brand's dollar and unit sales were up 3 percent and 1 percent during the same time. And Greek yogurt is significantly higher retail priced than non-Greek yogurt! Greek yogurt sales are now 15 percent of the \$4 billion yogurt market in the U.S. ...and growing! What is so great about Greek yogurt?

Some people claim Greek yogurt is better because of taste and consistency. Greek yogurt is a bit more tart and a lot more thick and creamy than traditional yogurts. Its thick and creamy texture is a result of being strained three times to remove the whey. Traditional yogurt brands generally strain only two times. When more whey is removed, so is excess water along with it. The other added benefit of the extra straining is that Greek yogurt will not curdle or separate as easily as traditional yogurt when cooking.

And speaking of benefits, there are a number of nutritional benefits that Greek yogurt has over traditional yogurt. Greek yogurt is higher in protein.....almost double the protein content of traditional yogurt. Greek yogurt is lower in carbohydrates.....an obvious better choice for those with diabetes. Greek yogurt is lower in sodium.....it can approach 50 percent less sodium than non-Greek yogurts. The knowledge that Greek yogurt is healthier than non-Greek yogurt is sweeping across America!

Yogurt has been around Greece a very long time. There are references to yogurt being introduced to Greece when Romans invaded in 197 B.C. The first commercial Greek yogurt manufacturing took place in the early 20th century. Athanassios Filippou started Fage brand production in Athens in 1926. He first started exporting Fage Greek yogurt to the United States in 1948. The first Fage U.S. production plant opened in 2005. Fage enjoys a 21 percent market share of U.S. Greek yogurt sales today.

Chobani currently has the largest market share of Greek yogurt sales at around 33 percent. The company recently completed a significant expansion of their production facilities in New York. There are a few environmental issues surrounding the production of Greek yogurt. First, it requires much more milk to make Greek yogurt than regular yogurt... up to four times as much milk. That means Greek yogurt production results in much more greenhouse gas emissions than regular yogurt. Also, the extra straining produces more whey waste than regular yogurt production and whey can be an environmental pollutant. The good news is that Chobani (as well as Stonyfield) are working on a process to convert whey waste into energy to power their plants.

Besides Chobani and Fage, General Mills (Yoplait), Stonyfield (Oikos Organic) and Kraft (Athenos) are now in the Greek yogurt business. Trader Joe's Greek yogurt is the preferred brand by many. Private label Greek yogurt has also started to appear. Maybe the best signal that Greek yogurt is just hitting its sales stride can be demonstrated by the following statement. Chobani spent \$200,000 to advertise its brand in 2009. They are launching a \$13 million dollar advertising campaign in 2011.

If you thought Greek yogurt's sudden success surprised you, listen to this...

- Refried beans are only fried once. The name is a translation error. Frijoles refritos are "well fried beans", not re-fried.
- The first soup made was from hippopotamus. Archeological evidence suggests it was in 6000 BC
- The FDA allows 30 insect fragments or one rodent hair per 100 grams of peanut butter.
- It is believed that the largest food item is roast camel. The camel is stuffed with a sheep carcass, which is stuffed with chickens, which are stuffed with fish, which are stuffed with eggs. This a popular item at Bedouin weddings!
- Peanuts can be an ingredient in dynamite. Peanut oil can be processed to produce glycerol, which is used to make nitroglycerin...and that is used to make dynamite.
- In an emergency, coconut water can be used as a substitute for blood plasma.
- Worcestershire sauce is made from dissolved anchovies.....bones and all.
- The microwave oven was invented at the Raytheon Company after a worker noticed that a chocolate bar in his pocket melted when he walked past an active radar tube.
- The most expensive coffee in the world is Kopi Luwak. A cat-sized mammal called a Civet eats the ripe coffee berries. When it excretes the partially digested beans, they are harvested for coffee. I don't see this being the next big success story like Greek yogurt!

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THE DEPARTMENT OF WEIGHTS & MEASURES

MAINTAINING A LEVEL PLAYING FIELD IN ARIZONA



KEVIN TYNE likes to say that the agency he directs is “not your father’s Weights and Measures.”

By that he means that the image of men making sure a gas pump dispenses what it says it does is only the tip of the iceberg that the Arizona Department of Weights and Measures handles on a daily basis around the state.

Tyne is best known for being a loyal member of Governor Jan Brewer’s team. That position began well before she was governor. Tyne, a vigorous-looking man whose gaze is both intelligent and sincere, says he began with Governor Brewer when she served on the Maricopa County Board of Supervisors, and stayed with her for 14 years. When she became Secretary of State, he was a Deputy Secretary of State for six years, and then headed up her transition team when she ascended into the Governor’s office. Then he stayed on another year as her Chief of Staff. Perhaps no one was expecting for Jan Brewer to lead the state of Arizona, but Tyne is glad she did.

“It brings a smile to my face, because Jan Brewer is a genuine leader. She leads with sincerity, she’s extremely honest, and what you see is what you get. It has been my honor and privilege to both work for her and serve with her in many capacities. She’s someone I trust implicitly who always does the right thing, and she can count on me to carry out whatever mission she has for me.”

So when a short time after Tyne had returned to private sector work and Governor Brewer needed a new director for the Department of Weights and Measures, she knew just who to call. He was working for the Republican Governors Association in fundraising, but working for his favorite Republican governor won out. “She needed someone she could count on. Governor Brewer can be very convincing, and in the end, how could I say no? And I have absolute confidence that I can deliver for her as well,” says Tyne.



*Kevin Tyne, Director of the Arizona Department of Weights and Measures;
Sarah Cornum, Operations Manager, ADWM and
Shawn Marquez, Director of Compliance Programs, ADWM*

Recently officially confirmed by the Arizona State Senate as Director (meaning “acting” was removed from his title), Tyne speaks highly of previous directors who came to meet with him during his first weeks in the new position. He believes their graciousness made the transition easier for the staff as well as for him. “It speaks to what a wonderful job I have that several former directors have come to visit me, and pass on their good wishes. I had an established relationship with the previous director, and was able to hit the ground running. I worked hard to build a seamless transition; tried to bring some stability to the situation.” And he says his experience at the Governor’s and Secretary of State’s office serves him well now.

“My administrative experience, combined with understanding what’s expected from taxpayers and business really helps,” says Tyne. He defines himself as someone “who has always been pro-business,” and

expresses his admiration for the grocery industry in particular.

“I think the industry does a good job, and even tends to err on the side of the consumer. The grocery industry is extremely successful in Arizona. When a small business owner complains about having to stay on top of the pricing and turnover of, say, 1,000 items, we point at the grocery industry and say, ‘You think you have it tough – they have over 100,000 products with price changes each and every Wednesday.’” Tyne adds that most of the time if an inspection does show a problem, it was through individual error rather than intent, and is quickly corrected.

In general, Tyne adds, violations are committed by a few bad apples rather than across the board in all his areas of inspection: fuel sales, moving companies, retail stores, and transportation services. Referring back to “not your father’s weights and measures,” Tyne points out that his



“I think the industry does a good job, and even tends to err on the side of the consumer.”

*—Kevin Tyne,
Director of the Department of
Weights and Measures*

“We are the regulators, but we really push education. We’d rather teach people to do things right than penalize them for doing things wrong.”

*—Kevin Tyne,
Director of the Department of
Weights and Measures*

department is in charge of inspecting all limousines and town car services as well as taxis.

Another little-known facet of the Department of Weights and Measures is the fact that it runs one of only 16 certified Metrology labs in the United States. When you figure businesses and departments in all 50 states need their equipment checked and approved, that makes for a busy place. Tyne leads a visitor through the various rooms that are used to check and calibrate equipment for clients. "We're doing thousands and thousands of tests every year for Arizona's industry," he says. "We have very sensitive equipment that is used by everything from aeronautical to pharmaceutical agencies. Some of them require such precise working environments that the air displaced when you enter the room is measured." Weights -- from so small they look like dollhouse furnishings to so big they require cranes to be lifted -- are stored in these labs. Tyne can explain how trucks pull up to the huge warehouse facility out back, offload equipment into the yawning door, and what happens from there to confirm accurate measure.

Everywhere one goes in the Department of Weights and Measures there is a slightly empty feeling. Tyne says that's part and parcel of the poor economy. "We endured a 25 percent budget cut, and went from 26 investigators to 19 in the last two years," he says, adding that much of the attrition was accomplished through retirement rather than layoffs. Despite that, Tyne says with justified pride that their productivity actually went up six percent last year.

One way Tyne is managing to do more with less was to reorganize the process for daily inspections. "The agency has gone from a primary method of tracking and dispatching field inspectors via phone, to a GPS-enabled system where inspectors record job activities," added Tyne. "The result is that management now knows precisely how long it takes to conduct specific inspections, and we can better allocate resources, improve scheduling, minimize costs, and maximize production." The new system, implemented early last year upon Tyne's arrival, has led to improved accountability of daily inspection time, reduced travel times, and an increase in the number of inspections per inspector.

"We're a significantly smaller government agency, trying to do what we can to deliver the same services, and protect the consumer. When I was in the Governor's office, I was aware of the difficulty of the budget deficit. I saw it at a macro level. Here, I implement it at a micro level. We're down 22 percent in staff from two years ago. So we are forced to push as many efficiencies as possible through the pipeline."

Tyne stresses that customer service has not been compromised. "Absolutely every complaint we get is investigated," he says firmly. "Over half our investigations are driven by consumer complaints."

One area that generated a lot of investigative activity over the past year has been gold sales. "We were seeing a lot of 'we buy gold' stores. We found ourselves going into a lot of different locations, checking the scales to make sure they weren't over-charging. We found gold stores in cell phone stores; tire stores, tobacco stores, and barbershops. And actually, more than half of the ones we investigated were cited for some problem." (Tyne says he has piles of confiscated scales). To all the other Weights and Measures responsibilities, add evidence room.

Tyne doesn't like to be the heavy-handed enforcer, descending on a business. He far prefers to work towards having industry regulate itself. To that end, a lot of time and energy go into corporate education. Classrooms in the building hold seminars for all types of business owners, so they understand what their responsibilities are. In addition, investigators often visit a business and conduct an on-site educational inspection, but rather than write citations they show the managers what

needs to be fixed and check back after a certain amount of time to make sure the problems have been corrected.

The Weights and Measures also works with law enforcement in other ways. One involves the moving industry. Sometimes a moving company from another state will transport someone's belongings to Arizona and then claim the price depended on a lower weight, demanding hundreds or even thousands of dollars more before they unload the van full of a homeowner's possessions. The new resident, bewildered, exhausted and uncertain of legal rights, has often simply paid what was demanded. "This isn't just stuff. It's your favorite chair, your kids' pictures, things you think you'll never get back." Tyne is working to change that, one person at a time, even though it means a lot of nighttime and holiday work for his department.

"This is something we've had some success with. We jumped into this area because somebody had to." He says the department coordinates with law enforcement when they get a call that a moving company customer is being essentially held hostage. "Our trucks show up, police cars park in front of and behind the moving van, we meet them at the door and say, 'This is a binding contract. If you want to contest it, we'll be happy to take the truck, weigh it with the contents, unload it and weigh it again.' Almost every time, they refuse. We've saved people thousands and thousands of dollars." Tyne adds that this system is working so well it's setting the standard for other states to follow.

Tyne works at making things better and easier for everyone who deals with his department. "We've tried to make the licensing processes for industry more user-friendly. We have more materials on the web, and we partner with industry to the best of our abilities. We are the regulators, but we really push education. We'd rather teach people to do things right than penalize them for doing things wrong."

And he believes that attitude pays off. "I've seen other departments and state agencies where things are very combative, and can be difficult. But I think businesses know us by name. We've got a good understanding of what they're about, and they see what we're doing. We want to maintain a level playing field for everyone who does business in Arizona. To the degree we can build alliances; that adds confidence in us."

Building confidence on the part of consumers happens the first week of every March, which is National Weights and Measures week. Tyne enjoys seeing school children take field trips to grocery stores, where his people explain how weights and measures figure into their daily lives: being able to see a price clearly posted for everything they buy, knowing if they buy a pound of bananas they're getting their money's worth, being able to see prices on items as they are rung up. A well-educated customer is being created while a child is being entertained. "All the major chains are partnering with us. It's a good chance for everybody; the teachers, parents and kids like it, because they get to see the inner workings of a grocery store."

It's clear, Tyne cares about the community in which he lives. Proud of being married to a third-generation Arizonan ("her father had a sugar beet and cotton farm in what was considered West Phoenix at the time, near 59th Avenue and Van Buren") he laughs when he says both he and his wife "are proud graduates of the University of Southern California."

"And I've learned that it is the common denominator, despite the fierce divisiveness between the University of Arizona and Arizona State University, that they all hate my alma mater. It's the Darth Vader to this state." But when you consider what he's dealt with effectively up to now, it's clear Tyne can handle that.



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Legislative Reception

AFMA's annual Legislative Reception took a back seat to events unfolding in Tucson during the first part of January, but the event was finally rescheduled for February 15 returning to the Phoenix Country Club. The Governor's call for a special session inhibited the Senators from attending, but many members of the House and their staffs were on hand to meet and mingle with the Food Industry.

Our special guest this year was Secretary of State Ken Bennett who stopped by briefly on his way to another event. Other special guests who attended included Jeff Hatch-Miller, Executive Director of the Arizona State Lottery, Alan Everett, Director of Arizona Liquor Licenses and Control and several from the Department of Weights and Measures including Director Kevin Tyne, Shawn Marquez Director of Compliance Programs and Sarah Cornum, Operations Manager.

With the growing number of Industry Professionals attending the Legislative Reception, the Food Industry is sending a message to the Capitol that we are engaged in the legislative process. And because of the Industry's growing interest and support, AFMA's voice is being heard at the Copper Dome and getting stronger every day.





1. Darl Andersen, Bashas' President and Kevin Tyne, Director, Department of Weights & Measures
2. Kevin Tyne, Alan Everett, Nancy McLain and Jeff Hatch-Miller
3. Trey Basha and Representative Jim Weiers
4. Tim McCabe, Safeway's Cathy Kloos and Secretary of State, Ken Bennett
5. Team Crescent Crown Distributing
6. AFMA Chairman Ron Parucki, Fry's; Tim McCabe, AFMA President; Darl Andersen, Bashas' President and Trey Basha, V.P. Operations
7. Mrs. Kleins Pickles Susan DuMuro and AFMA's Paul Bencroft-Turner
8. Bashas' Robert Ortiz, Terry Morrison, Crescent Crown Dist., and Kristy Nied, Bashas'
9. Rep Russ Jones; Rep. Macario Saldate, and Trey Basha
10. Trey Basha, Bashas'; Sarah Cornum and Shawn Marquez, Dept. of Weights & Measures; Ron Parucki, Fry's; Kevin Tyne, Dir., Dept. of Weights & Measures and Frank Cannistra, Safeway.
11. Lobbyist John Mangum and Secretary of State Ken Bennett
12. Team Safeway

Farm to Fork

Producers & Growers Meet AFMA Board Members

Immediately following the Board meeting which took place February 15, AFMA Board members joined a reception of Arizona's Growers and Producers which came about as the result of one member's quest to open the lines of communication between these members of the food chain.

"I have been a real believer in AFMA, and what they do for the grocer and the manufacturer. Lately, while speaking with varying groups including our farming partners I had the feeling that maybe the farmer didn't have any entrée with Grocers when it comes to growing the food that appears on supermarket shelves. Thankfully, AFMA provided an opportunity for several of us to talk about our concerns directly with Grocer's, as well as some of the Suppliers that might not know the effort that it takes to produce our products right here in Arizona," said Clint Hickman, Vice President, Marketing of Hickman Family Farms.

In addition to AFMA's Board of Directors, many members joined the reception including additional representation from Albertson's, Safeway, Fry's and Bashas'. Attendance from the Produce/Grower community included: Arnott Duncan, Duncan Family Farms; Clint Hickman, Hickman's Family Farms; Earl Petznick, Jr., Pinal Feeding; Mike Krueger, Shamrock Dairy; Paul Rovey, Rovey Farms; Robby Barkley, AG Enterprises Bill Sawyer, Cattleman.



1. Clint Hickman with Hickman's Family Farms introduces the other Producer/Growers
2. Bill Sawyer and AFMA President Tim McCabe
3. AFMA Board member Geoff Stickler greets Mike Krueger
4. Grocers and Producers/Growers mingle
5. Bobby Barkley introduces himself as Shane Dorcheus and Susan Morris listen in
6. AFMA Chairman Ron Parucki and the Producers/Growers



(L to R) Richard Couch C.O.O. & Gen. Mgr Reay's Ranch Investors, Deb Brevick, campaign chairman and office administrator for Reay's and Fred Chaffee, President & C.E.O. Arizona's Children Association

Reay's Ranch Investors "Boldly Goes for AZCA Where No Company Has Gone Before"

Reay's Ranch Investors is a convenience store powerhouse with Super Stop and Minit Market convenience stores and Gordon's IGA Markets in central and southern Arizona. The company is also a charitable giving powerhouse that recently contributed \$153,228 to Arizona's Children Association through its "\$150,000 Trek" to support programs and services in the areas served by Reay's Ranch Investors stores.

"With the economy in the worst shape since the 1930's, contributions to non-profits down, budgets being slashed and services cut, why not take a bold stance and declare, 'we can top \$150,000,'" said Deb Brevick, campaign chairman for the \$150,000 trek and office manager for Reay's Ranch Investors.

Elements of the 2010 fundraising campaign included a placard drive in the stores that raised more than \$56,000; a Golf Tournament at the Ritz Carlton Dove Mountain that topped \$45,000 an employee giving program that topped \$25,000, and two Change for Children drives that raised more than \$27,000. More than 92% of Reay's Ranch Investors employees are donors to Arizona's Children Association.

"Several times during our 2010 journey it seemed our goal was several planets away," said Deb, "but our employees, vendors and customers stayed on course and 'trekked' to a new record amount for Arizona's Children Association."

Reay's Ranch Investors owns and operates 43 stores including convenience stores, 2 IGA markets, and Subway stores in central and Southern Arizona. The company offers full management services to investor owned convenience stores including 24/7/365 responsibility and accounting services.

Arizona's Children Association was founded in 1912, as Arizona Children's Home Association, to care for homeless, neglected and dependent children. For more than 98 years the agency has stayed true to its mission of Protecting Children and Preserving Families, serving more than 45,000 children and their families in all 15 counties in the state each year. Visit the Arizona's Children website at www.arizonaschildren.org.

Circle K Announces Management Changes



In January 2011, Geoffrey C. Haxel was appointed Senior Vice President of Operations for Circle K. Since 2003, he had been serving as Vice President of Operations for the Arizona Region. Joining Circle K in 1988, Haxel has served in a variety of operations and marketing positions. Beginning his career as a District Manager Trainee he has since held the positions of Sales Manager, Category Manager and Division Manager. Prior to December of 2003, Haxel served as Circle K's Arizona Region Manager with responsibility for more than 600 sites in a four-state territory.

Haxel has completed coursework toward a Bachelors Degree in Chemical Engineering from the University of Oklahoma.

Paul Rodriguez was appointed Vice President of Operations for Arizona in

January 2011, replacing Haxel. Formerly, Rodriguez was Vice President of Operations for the Great Lakes Division. He has served in a variety of operations and marketing positions since joining Circle K in 1988. With more than 20 years of experience in the retail industry, he holds a bachelors degree in Business Administration from Texas Tech University.



The Arizona Hispanic Chamber of Commerce Recognizes Fry's Food Stores

The Arizona Hispanic Chamber of Commerce (AZHCC) and Qwest Communications will present the 53rd Annual Black & White Ball and Business Awards, April 2, 2011, at the Arizona Grand Resort. The Black & White Ball is the longest running formal gala in the state and honors the achievements of Arizona entrepreneurs and business leaders.

"It is with distinct pleasure that we announce that Fry's Food Stores has been selected as the recipient of The Arizona Hispanic Chamber of Commerce Corporation of the Year Award to be presented at the 53rd Annual Black & White Ball and Business Awards. From AZHCC's point of view, Fry's recognizes and promotes the value of diversity by ensuring that their suppliers and community partners reflect the wide diversity of the marketplaces that they serve in Arizona. We are thrilled to recognize their commitment to our community," said Gonzalo A. de la Melena Jr., President & CEO, AZ Hispanic Chamber of Commerce.

About AZHCC:

The AZHCC is a non-profit organization dedicated to supporting the efforts of the local business community, especially small business owners. The AZHCC provides a voice for Hispanic businesses in the Valley through advocacy efforts at the local, state and national level.



Safeway Announces 'SimpleNutrition', an In-Store Shelf Tag System, to Help Shoppers Find The Right Nutrition Choices for Them

*Exclusive New Program Offers Nutrition Solutions
Making Healthy Living Easier*

Safeway Inc. announced its new SimpleNutrition program, an in-store shelf tag system that makes it easier for shoppers to find better nutrition choices among foods and beverages most important to them and their families. The SimpleNutrition green shelf tags on qualifying items are located throughout the store next to Safeway's Everyday Low Prices and Club Card specials.

A leader in the retail food industry with health and nutrition offerings, Safeway created SimpleNutrition as a first step in helping its customers modify the selection of products that support a healthier lifestyle. SimpleNutrition makes it easy to find nutritionally better items in store with green shelf tags that highlight up to two of 22 different nutrition and ingredient benefits, such as: Gluten Free, Organic, Sodium Smart, or Made with Whole Grains. Shoppers will see that the tags are simple to read without a complicated numbering system or confusing symbols. The products included in the program meet specific criteria, so shoppers can focus on the nutrition benefits they want or need most in their diet to meet their nutrition goals.

"Consumers are inundated with conflicting nutrition information and are

often skeptical of the nutrition claims on packaging,” said Safeway’s Barbara Walker, group vice president, consumer communications and brand marketing. “SimpleNutrition is an ‘at the shelf’ program that simplifies and personalizes the grocery shopping experience so that shoppers can feel confident about making more informed food choices. While SimpleNutrition is not a replacement for the nutrition panel found on food and beverage packages, it provides shoppers with a quick snapshot of the nutrition and ingredient benefits that best match their nutritional needs.”

According to a recent nationwide survey commissioned by Safeway of more than 1,500 moms, 36 percent said they are cautious about the claims made on packaging. In fact, as many as 41 percent of moms said that not having time to read all nutrition labels in store is a challenge they face when trying to make informed nutrition choices. Like the moms in the survey, all shoppers will appreciate that SimpleNutrition is like having a personal nutrition coach, in that in-store tags help them find choices that are nutritionally right for them, thereby reducing the choices of those that are not.

At home, Safeway shoppers can turn to Safeway.com/SimpleNutrition as a resource for food, nutrition and health information, as well as answers to common nutrition questions, tips for making healthier and affordable food choices and great-tasting recipes.

The SimpleNutrition Solution

The products in the program are nutritionally better and get tagged with a message such as ‘Low in Fat’ or ‘Good Source of Fiber’. Each must provide key beneficial nutrients. Also included are benefit tags for shoppers interested in Gluten Free, Organic, Natural or Calorie Smart choices. The criteria for SimpleNutrition were designed in partnership with registered dietitians and food labeling experts, and are based on health agency guidelines.

Building Blocks for Healthier Eating

Safeway will continue to update the qualifying items based on changes in product nutrition and ingredient information, and new products in the store. The company is also committed to expanding the SimpleNutrition program throughout 2011 by launching a personalized online nutrition tool to help shoppers find healthier alternatives to the foods they currently purchase.

SimpleNutrition exemplifies Safeway’s leadership in health and wellness initiatives. It has long been committed to providing health and wellness brands to its customers such as O Organics™ and Eating Right® and most recently launching Open Nature™, a line of 100% natural foods. The company has also removed added trans fats from all private-label products, and guarantees all private label milk to be free of growth hormones.

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 \$40.8 billion in 2009. The company's common stock is traded on the New York Stock Exchange under the symbol SWY.

Bank Alliance in Phoenix on Thursday, February 24 from 9:00 a.m. to noon. The public was invited to view the racecar and bring their camera for photo opportunities.

The AARP Foundation and Feeding America have joined forces to help solve the problem of hunger in older Americans. Currently, nearly six million Americans over the age of 60 face the threat of hunger.

Through the 2013 NASCAR season, Drive to End Hunger will be featured on Jeff Gordon’s No. 24 racecar during 22 races including the NASCAR event at Phoenix International Raceway the weekend of February 27. The goal of the campaign is to help end hunger among older Americans by featuring Jeff Gordon’s No. 24 Drive to End Hunger car to shine the spotlight on the problem of hunger in America and to engage NASCAR fans in making a difference in their communities and across the country.

“AARP is inviting the people to come and see Jeff Gordon’s racecar at St. Mary’s Food Bank Alliance and ask them to bring a non-perishable item of food to donate to the Food Bank to help us end hunger among older Americans,” said David Mitchell, AARP Arizona State Director. In addition, AARP Foundation will be presenting a \$10,000 check to the Food Bank as part of the campaign.

“St. Mary’s is honored to host Jeff Gordon’s racecar at our Food Bank and we’re all looking forward to the big race at PIR,” St. Mary’s Food Bank Alliance President and CEO Terry Shannon said. “We are also very humbled and appreciative of the financial support from AARP Foundation that will help us to continue the fight against hunger among seniors. One of seven seniors in Arizona is battling with hunger issues, and many of them rely on the Food Bank for assistance. It is only through this kind of support that we can meet that need.”

AARP is a nonprofit, nonpartisan social welfare organization with a membership that helps people 50+ have independence, choice and control in ways that are beneficial and affordable to them and society as a whole. AARP does not endorse candidates for public office or make contributions to either political campaigns or candidates. We produce AARP The Magazine, the definitive voice for 50+ Americans and the world’s largest-circulation magazine with over 35.1 million readers; AARP Bulletin, the go-to news source for AARP’s millions of members and Americans 50+; AARP VIVA, the only bilingual U.S. publication dedicated exclusively to the 50+ Hispanic community; and our website, AARP.org. AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. We have staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

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*



St. Mary's Food Bank Alliance Hosted Nascar Champion Jeff Gordon's No. 24 Racecar on Thursday, Feb. 24 to Raise Awareness of AARP'S "Drive to End Hunger"

AARP To Present \$10,000 To Food Bank To Aid In The Fight Against Hunger in Arizona

As part of the AARP Foundation and AARP Drive to End Hunger, NASCAR Sprint Cup Champion Jeff Gordon’s No. 24 racecar was featured at St. Mary’s Food

Bashas' & Food City Customers Invited to Help Arizona Students with CENTennial Penny Drive

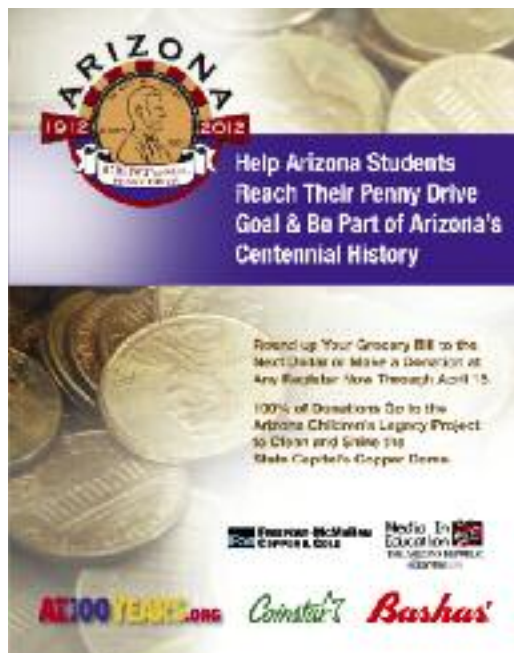
Arizonans Throughout the State Encouraged to Help Students Collect Pennies to Resurface, Reseal and Polish the State Capitol's Copper Dome

Be prepared to search through kitchen drawers and look under couch cushions for pennies, as K-8 students in Arizona start collecting pennies for the statewide CENTennial Penny Drive.

Now through April 15, 2011, every K-8 student in Arizona is invited to collect 100 pennies to help to resurface, reseal and polish the State Capitol’s Copper Dome.

“Due to budgetary constraints, the Copper Dome has not been cleaned in

almost 20 years," said Karen Churchard, executive director of the Arizona Centennial Commission. "The Copper Dome serves as the centerpiece for the state's Centennial celebrations, and the Penny Drive will help pay to bring it back to its shiny brilliance."



The Arizona Centennial Commission created the CENtennial Penny Drive to encourage enthusiasm among K-8 students in the celebration of Arizona's 100th Birthday on February 14, 2012. Schools can sign up to participate at <http://www.arizona100.org>.

"We're encouraging every Arizonan to help these students with their Penny Drive," said Edward Basha, Vice President of Retail Operations for Bashas' Family of Stores. "You can help by rounding up your Bashas' or Food City grocery bill to the next dollar, or making an open amount donation at any register. The Coinstar machines in our stores also will be available to help students, parents and teachers track how many pennies they've collected."

The school that collects the most pennies will win the grand prize: a visit from Arizona's beautifully copper-plated motorcycle (the "copper chopper") and a pizza party for the entire school, hosted by Eddie Basha. Dozens of other prizes will also be awarded, such as visits to a historic copper mine and ice cream socials.

As children throughout the state collect pennies to clean the Copper Dome, they will learn about Arizona's rich history, including the importance of copper and philanthropy, and other lessons related to statehood and governance.

According to Churchard, the goal of the drive is to collect \$65,000 – or 6.5 million pennies. If the fund raising goal is exceeded, additional funds will be endowed to refurbish memorials in Wesley Bolin Memorial Plaza and maintain Centennial trees planted on Washington Street.

It's no coincidence that the Penny Drive runs for 48 school days. Arizona was the 48th State admitted to the Union, and February 9 is the day in 1912 that voters of the Arizona Territory overwhelming approved a new state constitution. Five days later Arizona's statehood bill was signed into law by U.S. President William Howard Taft.

About the Arizona Centennial Commission

The Arizona Centennial Commission and its non-profit Arizona Centennial 2012 Foundation is comprised of distinguished Arizonans from public and private life, and is committed to involving all Arizonans to help fulfill the Centennial vision: "To appreciate our state's rich past, celebrate the present, and together, create a vibrant and sustainable future." For more information, visit www.arizona100.org

About Bashas' Family of Stores

Bashas' Family of Stores – the family-owned grocer that operates Food City, AJ's Fine Foods, Sportsman's Wine & 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 8,000 members and 132 grocery stores, it is one of the largest employers 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 and www.myfoodcity.com. ●

Industry CALENDAR

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

MARCH 3, 2011
AFMA Golf Classic
We-Ko-Pa
Phoenix, AZ

MARCH 28, 2011
Day at the Capitol
House Lawn
Phoenix, AZ

APRIL 2-6, 2011
WAFAC Convention
Honolulu, HA

APRIL 2011
Day at the Capitol
Arizona State Capitol

MAY 12, 2011
Foundation Golf Classic
Omni National Golf Resort
Tucson, AZ

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

AUG. 30 — SEPT. 2, 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



Student Bag Recycling Project

Thousands of plastic bags collected through competition

When Madison Park students decided to enter the Disney Planet Challenge they never dreamed it would turn into an on-going partnership between Keep America Beautiful, the City of Phoenix, and Fry's Food Stores. But, that's what happened in just one month's time when these students decided to collect plastic bags for recycling.

The 5th and 6th grade students in Mrs. Leah Jenks' science class challenged two other Madison middle schools to see who could collect the most plastic bags. Together, the students collected over 44,000 bags for recycling.

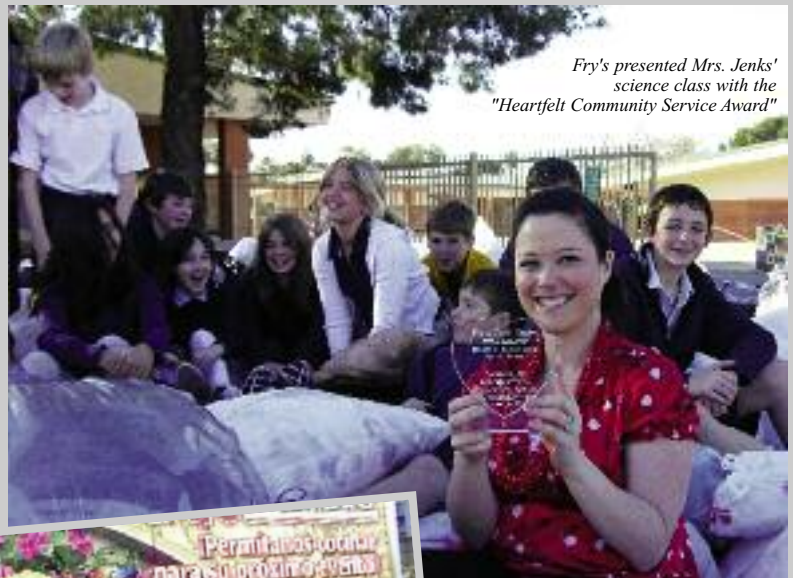
Soon the class was working with Keep America Beautiful's Phoenix affiliate to further educate students on the importance of recycling. That partnership extended to the City of Phoenix to secure recycling bins for all Madison schools. And finally, Fry's Food Stores stepped in by sending a truck to haul away the thousands of plastic bags collected. Honoring the students' efforts, Fry's also provided a surprise party which included cupcakes, apples, Valentine's candy, beverages, \$100 Fry's Gift Card, Valentine's Day balloons and roses for Mrs. Jenks and presented a special Valentine's Day award.

The project not only met the requirements of the Disney program, but gave Jenks a creative way to teach science. "The hardest part of teaching science is providing ways for students to see how the world is affected by innovation in an authentic and meaningful way," Jenks said. "This project has allowed the class to determine a problem that affects them, devise a plan to fix it, and track results over time."

The students loaded a Fry's Food Stores truck with the collected bags for recycling on Monday, February 14 at 9:00 a.m. before a celebration at the school. Partnering organizations were also on hand.

"This project included more people and opened more opportunities for Park School and the whole Madison District, in terms of its environmental impact, than I could have imagined. We have truly opened some doors," Jenks added.

Madison Park School is located at 1431 E. Campbell in Phoenix.



Fry's presented Mrs. Jenks' science class with the "Heartfelt Community Service Award"



Jesse Herrera, an Assistant Manager at Fry's Mercado volunteered his time and helped load the truck



Committee

- Chad Fife, Chairman
Fry's Food Stores
- John Attwood
Fry's Food Stores
- Jeff Bradley
Southern Wine & Spirits
- Mike Grimes
Spike Beverage/GED
- John Hicks
Fry's Food Stores
- Craig McFarland
Golden Eagle
- Frank Perez
Coca-Cola
- Larry Russell
Fry's Food Stores
- Louie Schaum
Fry's Food Stores
- Vicki Sibley
Fry's Food Stores
- Keith Soderquist
Fry's Food Stores
- Joey Yarger
Fry's Food Stores

Your Day Will Include: Catalina Course and Cash Prizes

- 6:00** a.m. Check-in/Continental Breakfast
- 7:30** a.m. Shotgun Start
- 1:00** p.m. Lunch/Awards

ENTRY FORM

Corporate Name: _____

Contact Name: _____

Street: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

PARTICIPANTS

Name: _____ Shirt Size: _____

Name: _____ Shirt Size: _____

Name: _____ Shirt Size: _____

Name: _____ Shirt Size: _____

Foursome\$ 1,600

Individual\$ 500

Total:\$ _____

Fees Payable to: Arizona Food & Drug Industry Education Foundation

Mail to: AFMA • 120 E. Pierce • Phoenix, AZ 85004



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