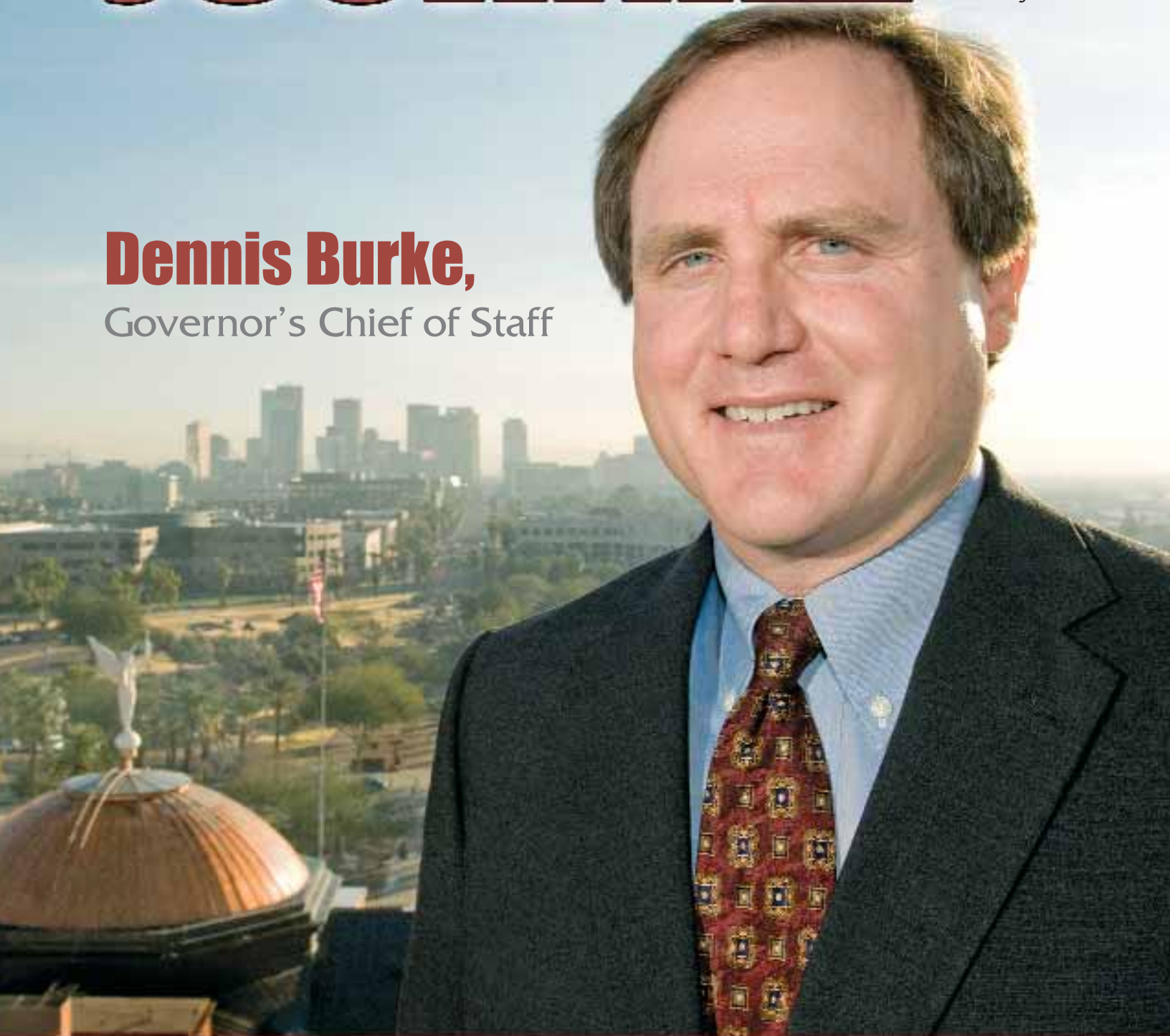


ARIZONA FOOD INDUSTRY **JOURNAL**

February 2008

Dennis Burke,
Governor's Chief of Staff





Coors LIGHT

ARIZONA FOOD INDUSTRY JOURNAL

FEBRUARY 2008

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ON THE COVER

Dennis Burke serves as Chief of Staff
 for Arizona State Governor, Janet Napolitano.

AFMA in ACTION

www.afmaaz.org



George Seitts

Our focus on people who impact our industry continues. This month we feature Dennis Burke, Chief of Staff for Governor Janet Napolitano. For those who have not worked with Dennis during his years of service at the Federal and state level, you need to know that he performs unmatched excellence in all he does. His public policy expertise coupled with knowledge of how law determines the limit and character of business and government actions is first-rate. Like those of us who operate in the legislative-regulatory trenches he knows that business in America starts with public permission and depends on public approval for its profitable existence. People like him who serve in public positions know that Arizona's citizens are your primary customer; at the end of the day you report to them. But for as long as I have known Dennis he has reached out to many of us in the private sector who depend on profits for our present and future existence to either learn about what makes the business tick, or what challenges an industry may be faced with.

He comes from a stable of solid decision-leaders which has kept him in the thick of major issues. Dennis knows that in working with AFMA he and the Governor can pick up the phone anytime day or night and get a candid unabashed assessment of any issue that pertains to our industry, or anything else they may care to discuss that might impact the people of Arizona. Aside from the fact that you can always count on him to return your calls, I find him to be about as solid a citizen that you will ever see doing what he does 24/7. Keep an eye on Dennis Burke!

Editor's Note: Each month the Journal attempts to reveal a broad slice of what is going on in our industry. We hope you enjoy it and will take the time to contact us with any comments.

You are invited to submit comments on this subject to gseitts@afmaaz.org or write to 120 E. Pierce Street, Phoenix, AZ 85004.

INDUSTRY CALENDAR

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

FEBRUARY

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

FEBRUARY 5-8, 2008
 NGA CONVENTION
 PARIS LAS VEGAS HOTEL
 LAS VEGAS, NV

MARCH

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
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23/30	24/31	25	26	27	28	29

MARCH 6, 2008
 AFMA GOLF CLASSIC
 WILDFIRE GOLF CLUB
 JW MARRIOTT DESERT RIDGE RESORT & SPA
 PHOENIX, AZ

MARCH 23-27, 2008
 NATIONAL WEIGHTS AND MEASURES WEEK
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 OF WEIGHTS AND MEASURES AND GROCERY
 PARTNERS

MARCH 29 - APRIL 2, 2008
 WAFC CONVENTION
 MARRIOTT DESERT SPRINGS
 PALM DESERT, CA

APRIL

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APRIL 9, 2008
 DAY AT THE CAPITOL
 PHOENIX, AZ

MAY

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31						

MAY 9-10, 2008
 CITY OF HOPE
 SHERATON WILD HORSE PASS
 PHOENIX, AZ

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INDUSTRY & GOVERNMENT

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



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

STATE AND NATIONAL ISSUES

15-cent Minimum-wage Hike Effective

The new 15-cent boost is automatic under the state's voter-approved minimum-wage law, bringing the new wage to \$6.90 per hour. Tipped employees will receive \$3.90 per hour. In each following year wages will be adjusted based on increases in the cost of living. This is all a big change from what the minimum was in November 2006, when voters approved Proposition 202 by a 2-1 margin. This action boosted the state's bottom-tier wage from \$5.15 per hour to \$6.75 per hour, and \$3.75 for tipped workers.

AFMA and several member companies were involved in the legislation last year. Technical corrections will be proposed at the Legislature this session.

Food Fight Coming

The European Union faces a deadline to comply with a World Trade Organization (WTO) ruling to end a ban on genetically-modified (GM) food imports. Meanwhile, green parties and other opponents are pinning their hopes on the labeling of GM foods and regulations that ensure products containing such produce are not marked organic. Just another example of the global policy positioning Europe is taking regarding food products.

Immigration Will Permeate Election Season and Beyond

In a December 15 story, "Immigration and the Presidential Race: Cooking Up a Row," The Economist calls the rise of illegal immigration as an election issue "one of the most remarkable changes in American politics in recent decades." The subject has become so red hot, the publication says, dangerous to any candidate who touches it. That's because American's are ambivalent: proud of the country's immigrant-friendly history, but worried about the economic impact. A world-wide migration special report appears in the January 5 edition. See The Economist www.economist.com

Filling Up with Biofuel

Safeway's fleet of more than 1,000 trucks nationwide will run on cleaner-burning biodiesel fuel, the latest step in an initiative to reduce its carbon footprint. The trucks will operate using a blend of traditional diesel and biodiesel fuel, derived from vegetable oils or animal fat instead of petroleum. Safeway estimated that the switch will help reduce its annual carbon dioxide emissions by 75 million pounds, the equivalent of taking nearly 7,500 cars off the road each year.

Sustainability has become a retailing buzzword recently as companies scramble to curtail their environmental impact and introduce organic and other earth-friendly products. Safeway said the trucks are part of its larger Greenhouse Gas Reduction Initiative, which is designed to manage the chain's carbon footprint, address climate change and reduce air pollution.

Over the past few years, it has purchased 87,000 megawatts of wind energy annually, enough to power its 300 fuel stations and more than 50 stores. It converted about two dozen stores in California to solar power and recycled about 500,000 tons of materials annually at stores across the country.

Grocery Tax Proposal in Scottsdale

Scottsdale City Councilman, Tony Nelssen has proposed to abolish the sales tax on groceries which accounts for \$9.4 million in revenue. There are some who argue that groceries should not be taxed. Abolishing the tax would likely mean replacing the money from another funding source, or cut the spending by that amount. In the Valley 19 of 22 Valley communities levy a grocery tax, an obvious revenue stream.

Costco Wants to By-pass Beer and Wine Distributors

In Washington State the retailer is challenging alcohol distributor rules, including Mandatory mark-ups—set at 10% for distributors plus 10% more for retailers; No Discounts—large purchasers can't negotiate for price breaks from distributors or manufacturers; and No Credit—retailers have to provide cash on delivery. The closely watched Federal Court case filed in Seattle is challenging the three-tier system as outdated and anti-competitive.

Mis-leading Green Product Claims Rising

January 7 BusinessWeek Magazine reports that when it comes to Beauty Products—widely used organic or natural claims are suspect unless a product carries a USDA or EU seal of approval. Same for Bioplastics—labels on plates and diapers may claim they are biodegradable but to break down most need industrial composting facilities and only 110 communities have them. Ditto with Organic Cotton—the fibers of linens and towels may be organic, but manufacturers can still treat them with synthetic dyes. Widely believed that "green" is probably here to stay, certain practices and mis-leading claims are expected to be challenged.

Happy New Year! Oil Hits a \$100 a Barrel

Not quite like one of the leading economic indicators breaking all records before retreating into \$90s. Slippage in U.S. inventories led to the jump, as did attacks on oil installations in Nigeria. Other factors made demand tighten—Pakistan was in turmoil, U.S.-Iran tensions, and more gasoline emissions standards. What happens next depends on global growth; if it remains charged triple-digit oil might be here to stay. Oil is nearly five times pricier than it was in early 2002. Some experts predict a \$10 or \$20 drop in price if the economy weakens. While Supply and Reliability are critical components for delivering energy products, AFMA does not predict oil or other commodity prices.



AFMA's Grassroots E-mail Network

The Arizona Food Marketing Alliance has created a Grassroots Network through Voter Voice. Creating a member-based Grassroots program has been a long-time goal of AFMA. We now have a system in place that will allow AFMA members to receive E-mail Alerts concerning legislative issues affecting the Arizona Food Industry and more importantly, it will provide members the ability to easily communicate with their Legislators on issues affecting their business lines.

“Oftentimes during a Legislative Session, AFMA will be working an issue that requires timely input from members. This network will provide an opportunity for members who have signed up to voice their opinions and comments on issues being considered that impact the food industry in a bottom-line way,” said AFMA President George Seitts. “At a time when the influence of the Internet and blogs rule the day, Voter Voice provides easy access to get involved in the political process and have a direct say on policy and legislative decisions. For the food industry, sitting on the sidelines is not an option,” added Seitts.

By registering your home and office address, the system automatically matches your home and office addresses to corresponding political districts. Legislators are most interested in hearing directly from their constituents! They seek public input to help stay on top of important issues of the day, particularly when it relates to constituents in the districts where they were elected.

If you haven't already registered, it's easy! Simply log on to the following link and enter your information.

AFMA Register Link:

<http://www.votervoice.net/groups/afma/register>

Top management and employees at all levels should be encouraged to register with the Grassroots Network. This year's Legislative Session gets underway in early January and with your help we can mobilize on key issues at the State Capitol.

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"You need your food, you need your water, and you need your history!"

Barry Goldwater: Agent of Change *By Jack L. August, Ph.D.*



Longtime Arizonans know the story. Barry Goldwater, the father of modern conservatism, began his political career as a reformer; an agent of change. In late 1947, Phoenix Mayor Ray Busey appointed the thirty-eight year-old businessman, known for his civic and philanthropic works, to the Phoenix Charter Revision Committee, a forty-member task force that analyzed municipal government and offered charter revisions and reforms. Goldwater's participation in this effort not only marked the future senator's first serious venture into the arena of public stewardship, but also helped soften his growing playboy image among the emerging elite in Phoenix. Indeed, Phoenix had problems, real and perceived, and the young businessman took full advantage of the opportunity presented and in the process, changed the face of American politics.

A generation earlier, in the heady era of Progressive reform, Phoenix, in 1913, had experimented with a mixed administration that combined mayor-commission and city-manager forms in an attempt to fashion an efficient, responsive and honest municipal government. The result, unfortunately, was three decades of administrative instability. Phoenix appointed thirty-one city managers in thirty-five years and non-partisan government had instead become highly politicized. Factionalism, cronyism, mediocrity, and low morale characterized city government in Phoenix. By the early 1940s, as the World War II brought municipal government weaknesses into sharp relief, calls for reform grew in frequency and intensity. As Goldwater recalled, city officials were not entirely dishonest, but "incapable people. The government was not the type of government that a fast-growing community like Phoenix should have."

These issues, and other more sensational ones, affected Phoenix leaders. During the war military officials had declared Phoenix off-limits to personnel because of alarming venereal disease rates and related vice problems. Brothels and gambling parlors operated openly and suggested that payoffs, bribes, and favors were distributed freely to those in regulatory roles. A few high profile raids and arrests did little to assuage public concerns and the situation continued unabated in the years immediately after the cessation of wartime hostilities. Phoenix, which wanted to project a more sophisticated image to the outside world, needed to change its "anything goes" reputation.

The committee announced its findings in early 1948 and put forward several significant reforms. It recommended the appointment of a professional city manager who would be immune from political pressure. Further, the committee urged replacing the

city commission with a council, the members of which, along with the mayor, would be elected every two years in citywide, non-partisan elections. The reforms drew wide support and in a special election in November 1948, Phoenixians approved the changes by a two to one margin. Entrenched city officials balked at the changes, however, and ignored the revisions to the charter. Goldwater and the reformers persevered and reorganized themselves and resurrected the nonpartisan Charter Government Committee in order to compete in the November 1949 municipal elections.

Goldwater and longtime friend, Harry Rosenzweig, took charge of the campaign and lined up their candidates. They approached Margaret Kober, Goldwater's physician's wife and a member of Planned Parenthood, and Chamber of Commerce members, Hohen Foster and Frank Murphy. The committee also endorsed incumbent mayor, Nicholas Udall and council member Charles Walters, both of whom supported the charter revisions. With two council slots left, Goldwater located "the biggest bottle of Old Crow he could find," and, thus fortified, he and Rosenzweig decided to run for city council. In a letter to his brother, Bob, Barry offered, "You...will probably think me seven kinds of dirty bastard when you hear I have decided to run for councilman with Harry....I don't think a man can live with himself when he asks others to do his dirty work for him. I couldn't criticize the government of this city if I myself refused to help....There have always been one, and sometimes two, Goldwaters damned fools enough to get into politics, and they always did it with service in their minds....Don't cuss me too much, it ain't for life and it could be fun."

The Charter Government slate drew support from Phoenix's elite; Valley National banker Walter Bimson, lawyers Frank Snell and Paul Roca, and Eugene Pulliam, who, three years earlier, had purchased the Arizona Republic and Phoenix Gazette. Predictably, Goldwater and the other members of the slate hammered away at government incompetence and inefficiency and promised to hire an experienced city manager who would bring professionalism to the city. Goldwater further claimed he would lower taxes, provide better services, and end "boss-controlled government," prefiguring his conservative philosophy when he ran for statewide office three years hence. Pulliam played

a major role in beating the drum for the ticket in his daily newspapers.

Opponents offered few alternatives to this campaign for change. Unable to defend their anemic records of accomplishment they used belittling rhetoric, calling the Charter Government candidates, "bluebloods and little Lord Fauntleroy's." The name calling rang hollow and on Election Day, forty-year-old Barry Goldwater led the pack of the victorious Charter Government slate with 16,408 votes out of 22,353 cast. He won every city precinct and outpaced second place Harry Rosenzweig by 1,500 votes. Significantly, the success in the municipal elections left Goldwater in an enviable political position for the future. He was the leading Republican office holder in the state and when Mayor Nicholas Udall, on January 3, 1950, swore the new council into office, declaring, "This day will be regarded as the beginning of better government in Phoenix after thirty-five years of difficult administration," he also provided a ceremonial launching of one of the most celebrated political careers in U.S. history. Agent of change, Barry Goldwater, commenced his towering legacy of public service that spanned five terms as a U.S. Senator and one memorable run for the U.S. presidency. More important, perhaps, his particular brand of modern conservatism, in its incipient stages in 1949-1950, not only reconfigured the Republican party, but also the American body politic.

Dr. Jack L. August, Jr. serves as Executive Director of the Barry Goldwater Center for the Southwest and Visiting Scholar in Legal History at Snell and Wilmer L.L.P. He has taught at the University of Houston, the University of Northern British Columbia, Prescott College, and Northern Arizona University, where his courses focused on the American West and environmental history. He is a former Fulbright Scholar, National Endowment for the Humanities Research Fellow, and Pulitzer Prize nominee for his volume, Vision in the Desert: Carl Hayden and Hydropolitics in the American Southwest (Ft. Worth: TCU Press, 1999). He is coauthor with former Arizona Senator Dennis DeConcini of Senator Dennis DeConcini: From the Center of the Aisle (Tucson: University of Arizona Press, 2006); and his most recent book is Dividing Western Waters: Mark Wilmer and Arizona v California (Ft. Worth: TCU Press, 2007).



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You're sure about that, right?

These foods aren't good for you, right?

- Oysters....they're full of cholesterol and have a propensity to cause food poisoning, right? Well, an oyster has only one fifth the cholesterol of one egg and is rich in protein, omega-3, zinc and vitamin B12. And if you mishandle almost any fresh food there are health risks.
- Beef....consume as little as possible because it has too much fat, right? A three ounce serving of beef has 50 percent of the protein a person needs in a day and 40 percent of the zinc and B12 needed.
- Pizza.... should be avoided for a variety of reasons, right? If you start with a whole-wheat crust, pizza can be a food that represents several of the Food Pyramid food groups. The tomato sauce is loaded with beta carotene, the mozzarella cheese is full of calcium and when you add vegetables, you add all sorts of nutrition.
- Eggs.... have too much cholesterol, thus they cause cholesterol problems with your blood, right? Well, trans fats and saturated fats have a greater impact on your blood cholesterol, and eggs contain 13 other essential nutrients.
- Sugary cereals....they're bad for you because of the unnecessary sugar and calories, right? Yeah, there are some that go over the top. But there are plenty that have many vitamins and minerals, fiber content and whole grain servings.
- White potatoes....they're just high carb vegetable junk food, right? That is true when they become french fries, but otherwise they are a health food. And, yes, they have carbohydrates, but remember your body needs them. They also have vitamins C and B6, potassium, manganese and lots of fiber.
- Canned vegetables and fruits..... these are a nutritional joke, right? Well, canned vegetables and fruits are cooked and canned quickly and their nutrients are not lost in the process. A case can be made that canned foods maintain more vitamin content than fresh or frozen product.

You know all the healthiest foods, right?

- Cabbage....This vegetable is sort of an afterthought in this country, but it is a dietary staple in Asia and Europe. They must know that it's loaded with sulforaphane, a chemical that boosts cancer fighting enzymes.
- Beets....Hardly anyone eats beets. But, they have been called "red spinach" because they are so nutritious. They are great sources of folate, beta-carotene and betacyanins. I'm not sure what those things are, but I hear they're good for you.
- Guava....This is just a fringe produce item in the U.S., but they are an excellent source of fiber and lycopene, an antioxidant that fights prostate cancer. And one guava also has more potassium than a banana.
- Swiss chard....Ironically, it is not from Switzerland (it is native to the Mediterranean area,) but it is good for you. It provides lutein and

- zeaxanthin, which are carotenoids, and they protect the retina.
- Cinnamon....This should be given more credit than just its role on sweet rolls. Its active ingredients, which are a mouthful, methylhydrochalcone polymers, increase the cell's ability to metabolize sugar.
- Purslane....You have probably never heard of purslane, but it is a green popular in Mexico, China and Greece. The FDA classified purslane as an unappetizing "broad-leaved weed." It is actually just like lettuce, but with the highest Omega-3 fats of any edible plant.
- Pomegranate juice....This juice has gotten a bit trendy of late. It should be, because regular consumption of it reduces systolic (top number) blood pressure by 21%.
- Prunes....Unfortunately, this fruit has a perennial image problem. That's why producers are trying to makeover the name to dried plums. Whatever the name, they contain neochlorogenic and chlorogenic acids, which are antioxidants that combat cancer causing free radicals.
- Pumpkin Seeds....I bet the only time you come across pumpkin seeds is when you create your annual jack-o-lantern. That's too bad, because pumpkin seeds have a lot of magnesium. And some studies have linked magnesium intake to longer life.
- Gogi Berries....This is a relatively unknown fruit in the western world. Yet, they have been used medicinally in Tibet for around 1,700 years. We should get on board with this fruit, as it has the highest ORAC rating of any fruit or vegetable. The ORAC rating gauges antioxidant power.

You can spot a fraud or a joke, right?

Which of these energy drink brand names are fake, made up, not real?

- Buzz Water
- Nuclear Waste Antidote
- Howling Monkey
- Dopamine
- Beaver Buzz
- Morning Spank
- Whey Up
- Upshot
- No Name
- Spike Shooter
- Cocaine
- Fuel cell
- Vamp
- Rage
- Who's Your Daddy
- Pimp Juice
- Burn
- Bawls
- Whoop Ass
- Game Juice
- Spark
- Ludicrous

Sorry, they are all real, or should I say legitimate. But the last brand name listed sums the category up best....it is ludicrous.

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G

etting to know key people in state and local government is important to our industry. Dennis Burke, Chief of Staff for Governor Janet Napolitano, is certainly someone Arizonans will hear more about in the future. He recently visited the AFMA offices and met with representatives of several of our members to discuss industry issues. The Journal caught up with Burke to learn more about this high profile member of the Governor's executive staff.

JOURNAL: You have held a number of positions in the public sector, from judicial clerk at the Arizona Supreme Court, to senior policy advisor with the White House Domestic Policy Council, special assistant in the Office of Legislative Affairs at the U.S. Department of Justice, majority counsel for the U.S. Senate Judiciary Committee under former U.S. Senator from Arizona Dennis DeConcini, and chief deputy attorney general for the State of Arizona. How have those jobs helped in what you do today for the Governor, as well as the people of Arizona?

BURKE: I have been honored to serve in several capacities in my public service career in all three branches of Government and at both the Federal and state level. This prior experience in government has greatly assisted me in the decision-making process that goes on daily in my current position.

We deal with an assortment of new issues every day and my background has helped me to prioritize the ones needing immediate attention from the others, how to anticipate what will be needed to resolve them and to not lose sight of the forest through the trees.

In addition, Federal law has a considerable impact on the operations of State Government. Having the experience of working at the Federal level, knowing the ins and outs, understanding the perspective of federal officials and having contacts in key agencies are great assets for my current position.

JOURNAL: What has been the toughest issue you have had to handle in your current role?

BURKE: The most important responsibility for any Governor is homeland security and it is an issue that we focused on every day in the Governor's office in one form or another. Since coming to office in 2003, Governor Napolitano has greatly improved the State's response capabilities to natural disasters and potential terrorism acts. It is the truest example of a 24/7 aspect of this office.

Governor Napolitano's Cabinet includes over 40 directors that oversee issues as diverse as road

construction, environment, public health, banking, homeland security, etc. Assisting the Governor in the appointment process and managing the missions and at times conflicting issues between all these agencies is a constant task.

Thankfully, we have been fortunate to find quality, experience directors who are dedicated to their positions and have been integral to the Governor's agenda for Arizona. At times, we do have to resolve conflicts between agencies. Addressing the issues early, allowing each entity to make their case, and making decisions that are thoroughly explained goes along way in keeping the trust of our employees.

JOURNAL: What advice would you give the business community at-large and the CEO's in the grocery industry specifically as the 2008 legislative session gets underway with a number of hot button issues: budget deficit, water, growth, immigration, transportation, energy supply, education, public safety, and healthcare?

BURKE: Although we are in the midst of an economic downturn, nationally, business leaders know that they need to still plan for the future and not allow short-term problems prevent the progress of their enterprises. The same approach is applicable to state government. Governor Napolitano has put forth a proposal to address our budgetary shortfall for the State while protecting our public safety needs, our K-12 educational system and our expansion of higher education in Arizona to diversify our economy for the future. Like any CEO, we will work to manage the State through the down cycle without jeopardizing our vision for the future of the State -- a future that is still very bright.

JOURNAL: There are a number of state issues vs. federal issues in play. You worked in the U.S. Senate and have worked at the state level for some time now, what is the difference and why has it become increasingly difficult to get some things accomplished that need accomplishing in real-world terms?

BURKE: The Federal government is in gridlock and the issue of immigration is the most salient example of it. When they walked

away from passing a reform bill, the issue didn't leave, too. Sadly, it now appears acceptable at the federal level to allow the pressing issues facing this country to fester. That occurs on occasion at the state level, but less often. There is more of a spirit to reach consensus, make progress, and to learn from the experiment, rather than to abandon it.

JOURNAL: We hear that you work 24/7 so what's a typical day for the Chief of Staff for Governor Napolitano?

BURKE: With the advancement in communication technology, i.e., the Blackberry, you never really get away from the duties of the job. The upside is that you don't necessarily have to be sitting at your desk to stay in communication or be found. The downside is you can always be found!

JOURNAL: Since we are THE trade group for Arizona grocers we must ask if you like to eat? What are your favorite foods? Do you cook?

BURKE: I love to eat and I am quite familiar with all of your member's stores near where I live. I am not a consistent cook but I will be daring. I baked banana bread for the Governor's Holiday Party this year and, until I proved I could rattle off the ingredients that went into it, no one in the office believed that I had actually made it. All were convinced that it was pre-made by one of your members' stores.

JOURNAL: With your busy schedule, do you have any time for hobbies? We hear you come from a big family?

BURKE: I enjoy Golf, reading, predominately history and politics. I took some time off early this year and experienced Western Europe by train. I highly recommend it but suggest your members wait until the dollar has some greater value to the Euro. I am the youngest of five brothers, so I learned to be patient but to speak up or never be heard.

JOURNAL: Rumor has it in the press and by some of your friends that you are considering a run for public office one day. Would you care to comment? Is there a particular office that you

would like to run for? You seem to have the natural ability to work with a wide variety of people and interests regardless of their political persuasion. Is that more or less important today?

BURKE: I have always been dedicated to public service and have considered elective office in the past. Indeed, there were recent press reports listing me as a candidate for Attorney General in 2010. For now, as is evident by your questions regarding the challenges of my current position, I am focused on performing the best I can for the Governor and the State of Arizona.

JOURNAL: Is there anything that you would like to say to the grocery industry of Arizona?

BURKE: The grocery industry is a key part of the Arizona economy and they have been extremely effective in anticipating and responding to the needs of the fastest growing state in the country. This Administration has enjoyed an excellent relationship with AFMA and its president George Seitts is one of the most talented policy advocates in the State. You are well served.

JOURNAL: What's the Governor's office's position on the food marketing industry's voluntary plastic bag environmental program which kicked off in 2007?

BURKE: The grocery-food marketing industry's efforts to work with the city of Phoenix and local council members to come forth and offer a "voluntary" solution to the growing

problem of plastic bags littering the streets is to be commended. The Governor's Office supports the program and looks forward to AFMA's efforts to take the partnership model you created with Phoenix to other communities state-wide.

JOURNAL: AFMA is working with ASU's Morrison School of Agribusiness on the key components of a food industry and agribusiness. AFMA and ASU are seeing maybe for the first time a convergence of Food and Agribusiness centered on Food, Labor, Environment, and Agriculture. With your bent toward staying in front of big ticket issues that reach far beyond Arizona's borders and into the global market place, what could this mean in terms of public policy and with consumers?

BURKE: This is an interesting concept – partnering higher education and domestic and global Agri-food business through AFMA and others. It's another way of linking to end-users (consumers) through potential policy development and communication with Arizona grocery retailers, which represent supply chain management. Food safety-supply is no less important than are petroleum supply issues and its challenges of keeping markets supplied to an inland state like Arizona. We are dependent on truck transports, rail, and highways for timely delivery of produce and other food products grown and produced in the US and around the world.

JOURNAL: What issues are ones to watch for the food marketing industry legislatively?

BURKE: There are many issues that affect the food industry – from transportation to food safety to energy costs and taxes on gasoline, alcohol and tobacco. AFMA's role to monitor and get involved in those issues is very important for member companies. Getting involved can take many forms, for example, when I attended AFMA's meeting, I heard from Beth Rau of Fry's about the importance of sound workers' comp policies and procedures moving forward. Another issue to watch is related to crime — The Organized Retail Theft bill will again be before the Legislature. This is a huge issue for grocers and non-grocers — it's an estimated \$35 billion business.

You, as members, should be proud of AFMA's long history of being involved in the Arizona political process both individually and through your respective corporate entities, as well as AFMA's long-standing Food Industry Political Action Committee (FIPAC).

My experience working at both the Federal and state level has taught me the importance of being involved in politics and public policy discourse regardless of one's personal political persuasion.

Getting to Know

Dennis Burke

By Julie Igo



Economic Impact of Food Contamination to be Studied

After a few spinach and green onion recalls, food safety of produce coming from outside the U.S. is top of mind and so is the cost of such recalls. Add in evidence that agricultural bioterrorism is a real threat, and you could have a fiscal disaster.

Five Morrison School of Management and Agribusiness faculty members recently received funding of more than \$262,800 from the National Center for Food Protection and Defense (NCFPD) to study the potential monetary losses that may arise in the event of an agro-terrorism attack and/or contamination of imported produce coming through the border between Arizona and Nogales, Mexico, one of the busiest ports at the Southwest border.

During the winter season from October to May, this port of entry carries almost half of the fresh fruit and vegetables supplied to the United States, granting access to as many as 900 produce trucks per day. With a total farm value reaching \$36 billion dollars in 2007, an intentional attack could cripple the U.S. fresh fruit and vegetable industry, not to mention the potential harm to consumers.

"Food safety is an issue that will persist for years to come, especially after the Sept. 11, 2001 terrorist attack," said William Njanje, associate professor and principal investigator on the study. "U.S. troops found hundreds of pages of documentation devoted to agricultural terrorism in al Qaeda caves in Afghanistan. With my background and training in risk management and food safety investments, it was a logical fit for me to engage in this research."

Njanje, Al Kagan, Jesus Bravo, Mark Edwards and Ram Acharya will collaborate with Mexican authorities and organizations such as the Nogales Port Authority, Fresh Produce Association of the Americas and CAADES, an organization of Mexican fruit and vegetable growers and processors.

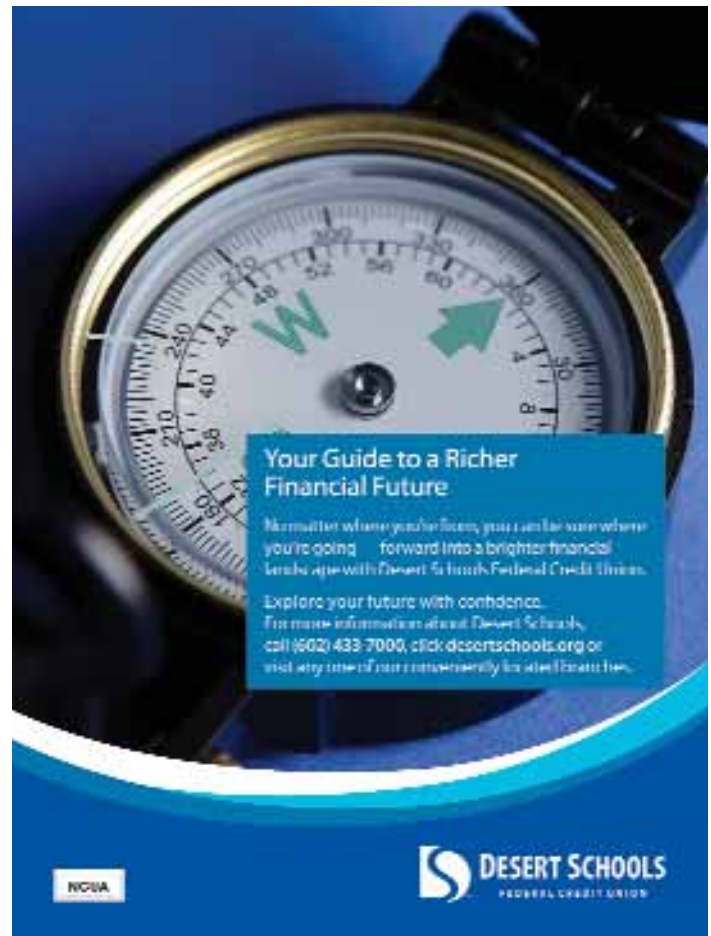
"A customized food defense assessment survey will be used to collect pertinent data related to cost, risk and incentives pertaining to the produce sector, and CAADES and other Mexican associations will facilitate our implementation of this survey," Njanje said. "Our team has two Spanish speakers, and with collaboration from CAADES, we do not anticipate any challenges during the data collection process."

An intended outcome of the project is to provide better data with which the NCFPD can create food safety policies that help diminish incidents of contamination of food as it travels from grower to produce, importer and retailer.

"Results from the vulnerability assessment, risk based sampling methods and alternative risk mitigation strategies will aid efficient policy design for imported produce," said Njanje. "Information from the study also will further employee development on risk management through training initiatives."

Njanje and his team traveled to Nogales, Mexico, to begin pre-testing in December. Their study, titled "Vulnerability Assessment and Reduction of Economic Impact for the Fruit and Vegetable Industry: A Food Defense Assessment for Border Communities in the Southwest United States," will continue to evaluate economic effects through May 2009.

ASU's Polytechnic campus, located in southeast Mesa, offers bachelor and graduate degree programs, unparalleled by other Arizona state universities, through the Morrison School of Management and Agribusiness, the School of Applied Arts and Sciences, the College of Technology and Innovation, and the School of Educational Innovation and Teacher Preparation. Visit us online at <http://www.poly.asu.edu>.



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2008 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

2008 Nominations (Please print person's name and company)

Retailer: _____

C-Store: _____

Supplier: _____

2008 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 inactive from the food industry a minimum of 2 years.

2008 Nominations (Please print person's name and company)

Please provide your name and contact information for additional clarification:

Name: _____

Phone: _____ **Email:** _____

CAREERS in GROCERY.com

The Grocery Industry's Matchmaking Website

By Julie Igo

FINDING A MATCH

Spending lots of time online looking for the perfect person doesn't necessarily mean you're looking for a date. It could mean you are an executive recruiter or employer trying to fill a position using the big name job boards. Finding the perfect match in the job world is not always easy – but employers and recruiters who use careersingrocery.com are finding a highly efficient, affordable way to find qualified candidates. This industry-specific job board company offers clients the ability to search by detailed industry skills or key words, quality-checked candidate qualifications, personalized customer service at low, all access subscription prices. Careersingrocery.com and all Careerspecific.com job board sites are unique in that they offer unlimited data base (resume) searching and job postings for one low subscription price. Most job boards charge by limited job slots and pricing is far more expensive than Careersingrocery.com.

THE MATCHMAKERS

The company started with Careersinfood.com in 1999. Founded by two executive recruiters with over 50 years of combined experience, the website grew from their frustration with the big generalist job boards. Weary of spending countless hours searching through hundreds, if not thousands, of resumes of candidates who were either unqualified or had no industry experience, they saw a need for an industry-specific employment website. At that time, specific criteria searches were not available on the big job boards, so they designed their own. Careersinfood.com is now the number one employment site for the food and beverage manufacturing industry with 400-500 employers posting jobs at any given time and over one million unique visitors annually.

Careersingrocery.com was created in 2005, after the company noticed a steady increase in users who were unqualified for manufacturing, but highly qualified in two distinct food industry segments: grocery and restaurants. RestaurantHires.com was started in 2006.

INDUSTRY-SPECIFIC SEARCH CRITERIA

Careersingrocery.com is a career specific job board that uses the most current technology, such as advanced search features, automated search agents, and

various resources essential to a successful job search and placement.

Instead of using keywords and finding useless resumes, users can enter detailed criteria such as salary, location, professional level and product experience to search through the candidate profiles.

"No other site allows users to sort jobs and candidates by very specific criteria, the way Careersingrocery.com can," says Mike Phillips, Marketing Director for Springfield, Missouri-based CareerSpecific, LLC. "Generalist job boards just can't match our level of detail and deliver such relevant results."

In addition, Phillips says that being industry focused allows them to concentrate on the needs of people in the grocery industry and spend more one-on-one time with their clients.

PERSONALIZED SERVICE

"Our customer service is really what sets us apart," says Phillips "We really want employers and recruiters to fill their jobs. We walk them through the posting process and check back with them periodically to make sure it's going well. Same for the job seekers – we're available to answer questions from our users from 8 a.m. to 5 p.m. Monday through Friday. Most job boards don't have that type of relationship with their users."

DATABASE QUALITY CONTROL

Each day, the company quality checks new candidates. Job seekers are required to have a grocery industry background or relevant, vertical experience in a given field, for example, accounting, before their profiles are given the green light to be posted – something rarely found in online job boards.

"Every day, approximately 100 candidates post their profiles," explains Phillips. "These candidates must be approved via our quality-checking process before they are entered into our data base. Only those individuals who have actual grocery industry experience are accepted.

This unique feature is a big benefit to recruiters and employers. Not only does it reduce the time required to find a qualified candidate, but it reduces the frustration of sorting through bad resumes. Fewer resumes viewed also means fewer documents that must be kept on file to comply with federal hiring regulations. In addition, if job seekers fail to log into their account on a regular basis, the profile expires and is deleted from the database, thereby reducing obsolete candidates.

Careersingrocery.com also addresses the passive job seeker – one who is successful and not desperately searching for a position but would listen to an exceptional opportunity. Job seekers like these can search the job data base and reply directly to clients without having a profile posted and thereby protect their confidentiality.

LOOK FREELY

"As former recruiters themselves, the founders of the site were tired of the outrageous fees for individual postings on job boards, publications and local newspapers," said Phillips.

Most general job boards charge not only for postings, but charge recruiters for each resume viewed. And fees can really add up. "We believe that the more jobs we have posted, the better for the job seekers – and, in turn, the more traffic to the site, the better chance recruiters have of finding the best candidate," added Phillips.

That philosophy means subscribers have unlimited access – for one annual fee, a company can post as many jobs and view an unlimited number of resumes. Employer single user subscription rates range from \$300 for one month to an annual rate of \$2,400. The company also offers a free three day trial. All AFMA members receive a 15 percent discount on subscriptions.

"There really isn't anywhere else where people in the grocery industry can search for candidates or jobs and get the kind of results we can get," says Phillips.

CAREERSinGROCERY.com by the Numbers

- 20,000 – 100,000 visits to the site per month
- 94 companies currently posting jobs
- 123,724 jobs viewed in December 2007CIG is the number one result of key word searches on Yahoo, Google and MSN
- Websites in the Career Specific Network:
Careersingrocery.com,
Careersinfood.com,
RestaurantHires.com,
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Albertsons L.L.C. Raises Dollars and Awareness for JDRF



Albertsons LLC's Southwest Division with stores located in Arizona, New Mexico, and El Paso, TX, raised \$304,846.00 during their two month-long Juvenile Diabetes Research Foundation (JDRF) fundraising campaign in support of the JDRF Walks to Cure Diabetes.



About Albertsons L.L.C.

Albertsons LLC is working to become the favorite food and drug retailer in every market it serves. The company is privately owned and operates pharmacies in nearly all of its over 300 stores under the Albertsons banner in Arizona, Arkansas, Colorado, Florida, Louisiana, Nebraska, New Mexico, South Dakota, Texas and Wyoming.

The funds raised from the initiative will be used toward JDRF's mission: to find a cure for type 1 diabetes and its complications through the support of research and research related education. The company also donated an estimated \$36,000 in product to provide breakfast and lunch for the 33,000 walkers and volunteers at the JDRF Walks in Phoenix and Tucson, AZ and Albuquerque, NM. Combined, these 3 walks raised more than \$3 million for diabetes research.

This \$304,000 contribution is the largest single donation the Desert Southwest Chapter of JDRF has received in its history.

The success of Albertsons LLC's campaign is a result of customers, associates and suppliers joining together to make a difference and help find a cure for this devastating disease that impacts an estimated 3 million Americans. Since 2002, Albertsons Southwest Division has been committed to raising money for JDRF, and this year's donation is their largest to date. In total, Albertsons Southwest Division has contributed more than a million dollars to JDRF.

"Albertsons customers and associates are passionate about supporting JDRF," stated Bob Colgrove, Albertsons LLC Southwest Division President. "The tremendous support we received throughout our fundraising campaign strengthens our resolve to helping JDRF toward the day when medical research can find a cure for juvenile diabetes. Our donation this year, the largest since we began participating, means a

great deal to us as a company, and also reflects the enthusiasm of our customers and associates who believe in supporting JDRF's search for a cure."

Colgrove also served as the Corporate Chair to the Phoenix Walk to Cure Diabetes. He motivated and inspired the Phoenix community to raise more than \$2.3 million for JDRF.

"Albertsons is a strong community partner, as seen by Bob Colgrove's and Albertsons' tremendous campaign results. They provide hope to many families that live with finger pokes and insulin shots that a cure will be found. The financial contribution Albertsons makes each year to JDRF accelerates promising diabetes research," stated Einar Seadler, President, Desert Southwest Chapter JDRF.

Albertsons LLC's Southwest Division dedicated the months of October and November to raising donations and awareness for diabetes research. Customers were able to make \$1 donations at each check stands in stores and some stores went above and beyond by hosting rootbeer float sales, car washes and BBQs.

In total, all 85 stores in the Southwest Division of Albertsons LLC participated in the JDRF campaign. The accomplishment of Albertsons LLC's fundraising efforts reflects its ongoing commitment to causes that touch the lives of its customers, associates, family members and friends.

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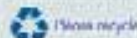


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Foundation Accepting Applications

The Wings Like Eagles Foundation looking to exceed \$150,000 in awards for 2007

The Wings Like Eagles Foundation (the Foundation) is now accepting applications for 2008 grants awards, it was announced today by Foundation President Christopher W. Clements.

"We just concluded one of our finest years as a foundation by exceeding many of our goals and assisting several deserving organizations," said Clements. "We are looking forward to an even better 2008 on behalf of the families of Golden Eagle."

In memory of Golden Eagle's founder, the late William M. Clements, 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. Since 2003, the Foundation has awarded over \$772,000 to 235 Arizona non-profit organizations.

Organizations interested in obtaining funding from the Foundation are invited to download an application at www.twle.org. The deadline for accepting applications is Friday, February 29, 2008. Grant awards will be announced during the 2nd Quarter 2008.

"Without the generous and active support from community partnerships such as yours, Open Inn would be hard-pressed to maintain effective and empowering independent living services for our homeless young adults," said Nancy Panico, Executive Director of Open Inn, Inc. "We truly appreciate the sincere interest the Wings Like Eagles Foundation has in improving the lives of our young people."

The Wings Like Eagles Foundation Board awarded the following grants for 2007:

- \$15,000 to **BAG IT** to assist with Program Services in Tucson
- \$15,500 to **Arizona Children's Association** for Program Funding to support the Kinship and Adoption Resource and Education Family Center
- \$12,000 to **Open Inn, Inc.** earmarked for the Bridges Program
- \$11,500 to **The Giving Tree Outreach Program** to assist with the Summer Feeding Program
- \$10,460 to **Therapeutic Riding of Tucson** to support their Tanque Verde Rider program
- \$10,000 to **Habitat for Humanity Tucson** earmarked for their High School Build Program
- \$10,000 to **The Brewster Center Domestic Violence Services, Inc.** to help build the capacity of their Wings of Freedom Supportive Housing Program
- \$7,600 to **El Rio Foundation** earmarked for the Back to School Immunization Clinics and supplies for the Adopt-A-Family Program

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.

For more information about the Foundation please visit www.twle.org.



Sunflower Farmers Markets Raises \$30M for Expansion

Boulder, Colo.-based grocer Sunflower Farmers Markets announced it has raised \$30 million in equity financing from PCG Capital Partners to expand from its existing 13 stores in Colorado, Arizona, New Mexico and Nevada. Sunflower hopes to double the number of its stores by the end of 2009.



KNIGHT TRANSPORTATION PARTNERS WITH ST. MARY'S FOOD BANK ALLIANCE

In a Passing of the Keys Ceremony, Knight Transportation presented nine tractors to St. Mary's Food Bank Alliance. The new trucks are part of the Food Bank's plan to continue to improve efficiency and decrease costs in order to promote the elimination of hunger.

After an eight month long analysis by a Board of Directors Task Force, it was determined that the new trucks would not only improve fuel efficiency by 40 to 50 percent, but they would also require less preventative maintenance. Knight Transportation will be rotating the trucks on a regular basis and will also provide roadside assistance.

"It is vital that every aspect of the Food Bank operates efficiently," said Terry Shannon, the Food Bank's President and CEO. "Hundreds of thousands of needy Arizonans rely on us daily, so having key features like roadside assistance and fuel efficiency helps us get the right food to the right people in the right way."

The new trucks will replace existing trucks in the Food Bank's fleet. Leasing the new trucks will cost less money than operating the current fleet.

"The Food Bank saw a 50 percent increase in demand for its services," commented Norm Gold, Chief Operations Officer at the Food Bank. "Because of this, it is essential that we are able to minimize costs where we can in order to provide for our partner agencies."



APPOINTS FOUR EXECUTIVES TO NEW LEADERSHIP POSITIONS

Bashas' Family of Stores recently appointed four of its executives to key leadership positions within the company – Robert Ortiz to senior vice president of sales and merchandising; Christie Frazier-Coleman to vice president of strategic initiatives; Cisco Echeverria to vice president of sales and merchandising for Food City; and Mike Solis to director of merchandising for Food City's non-perishable departments.

"I am pleased to announce these leadership changes," said Mike Proulx, Bashas' president and chief operating officer. "With a combined total of 70 years of experience with our company, these individuals will bring a wealth of experience and perspective to their new job responsibilities."



Robert Ortiz was named senior vice president of sales and merchandising, and has been an integral member of the company for more than 25 years. Ortiz will oversee all sales and merchandising activities for the company's formats, including Food City; AJ's Fine Foods; Sportsman's Fine & Spirits; Ike's Farmers Market; Eddie's Country Store; and both Bashas' and Bashas' Dine supermarkets. Ortiz was formerly vice president of sales and merchandising for Food City.



Christie Frazier-Coleman was named vice president of strategic initiatives. In this new position, Christie will oversee the company's strategic projects. She has accumulated more than two decades of experience in grocery retail and food distribution and has been with Bashas' for 23 years.



Cisco Echeverria was named vice president of sales and merchandising for Food City. Echeverria joined the company in 2001, and has a well-rounded, successful track record within the grocery industry and with Bashas' Family of Stores.



Mike Solis was named director of merchandising for Food City's non-perishable department. Solis will be responsible for center store merchandising. Solis has been employed with Bashas' for the past 15 years.

In other Bashas' news...

BASHAS' NAMED ONE OF THE 'BEST PLACES TO WORK' IN ARIZONA

Employees Recognize Family-Owned Grocer's Positive Work Environment

Bashas' Family of Stores – the family-owned grocer that operates Food City, AJ's Fine Foods, Sportsman's Wine & Spirits, Ike's Farmers Market, Eddie's Country Store, and both Bashas' and Bashas' Diné supermarkets – was recently named one of the 'Best Places to Work' by the Phoenix Business Journal and BestCompaniesAZ. Bashas' is the only grocer that made the list for 2007, and this is the second consecutive year the hometown grocer has been recognized for its positive working environment.

"We're very pleased to be recognized for such an honor two years in a row," said Mike Gantt, Bashas' senior vice president of human resources.

"The real honor, however, is knowing that our employees had the ultimate say in this award – it's wonderful to know they're satisfied with a well-balanced work environment that addresses both their professional and personal needs. Everyone benefits from this type of environment: our employees, our customers and the communities we serve."

The Best Places to Work award is based solely on employee survey results evaluated and ranked by Quantum Market Research Inc. The survey measured employees' opinions of the company's work environment; opportunities for personal growth and development; people practices; and how the company embraces innovation and new ideas.

In order to be named one of the Best Places to Work, companies had to receive an overall favorable composite score of 80 percent or greater from employee survey results. According to BestCompaniesAZ, it was more challenging than ever to be voted onto the 2007 list, as there was a 40 percent increase in applications from local companies.

"Companies who receive the Best Places to Work honor are the best of the best," said Denise Gredler, president and founder of BestCompaniesAZ. "This award is extremely credible because it's the direct input from an employer's own workforce that determines whether or not a company makes the list."

Bashas' currently employs more than 14,000 people. The family-owned and -operated grocer also has a higher employee retention rate than industry average.

Bashas' was founded 75 years ago by brothers Ike and Eddie Basha, Sr. Since then, it has become the largest family-owned grocer in Arizona, and the 12th largest employer in the state. Bashas' is the 15th-largest privately-held supermarket chain in the nation. Bashas' owns and operates more than 160 grocery stores in Arizona, California and New Mexico. For more information, visit Bashas.com or BestCompaniesAz.com.



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Arizona Food Marketing Alliance

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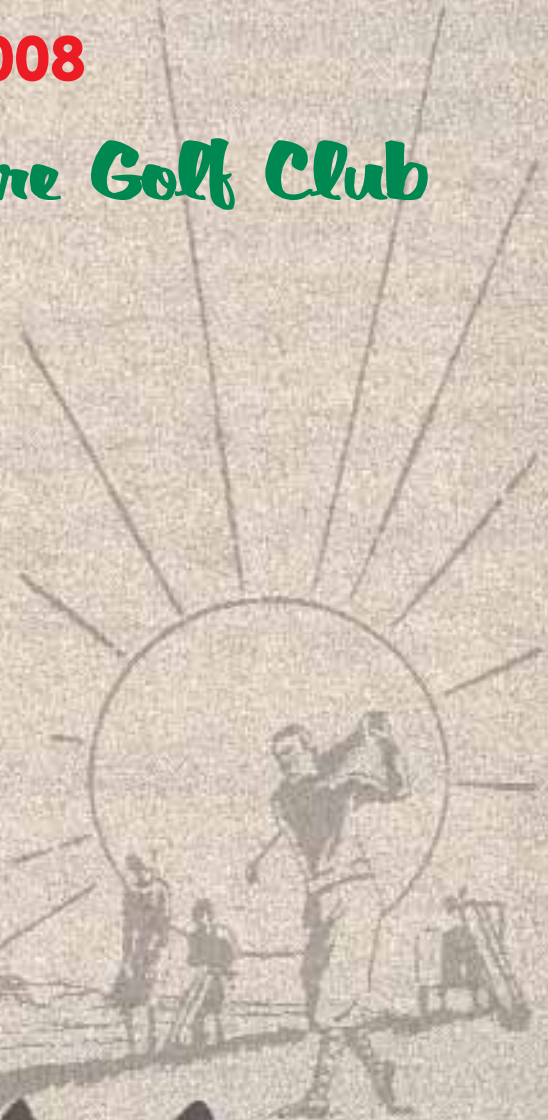


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