

The Voice

of the **Nebraska Grocery Industry**
January/February 2015

THANKS TO OUR SPONSORS:

PLATINUM

SHAZAM

**AFFILIATED
FOODS
MIDWEST**

GOLD

Altria Client Services
Associated Wholesale Grocers
Bimbo Bakeries USA
ConAgra Foods
Dean Foods/Land O' Lakes
Nebraska Lottery
SpartanNash
Well's Enterprises, Inc.
Wildhorse Distributing

SILVER

Anheuser-Busch Companies, Inc.
Coca Cola Bottling
Crystal Farms
Farner-Bocken Company
Frito Lay, Inc.
Kraft Foods
Pan-O-Gold Baking Company
Pepsi Cola Bottling
Retail Data Systems

Conference Silver:
Acosta Sales & Marketing

BRONZE

Advantage Sales & Marketing
Arctic Glacier Premium Ice
Bunzl Packaging
Commonwealth Altadis USA
Diageo
Dr. Pepper/Snapple
Fareway Stores, Inc.
Hiland Dairy Foods
Kemps Dairy
Lorillard Tobacco
Omaha World Herald
Mondelez International
R.J. Reynolds Tobacco
Sparboe Farms
The Brenmar Company
The Mark Anthony Brand Inc.

Conference Bronze:
Smart Chicken
Nebraska Beef Council
Nebraska Pork Producers
Tasty Toppings

Featured Speaker: **SHAZAM**

Coffee Break: **Rotella's Bakery**

coupon redemption in the digital age

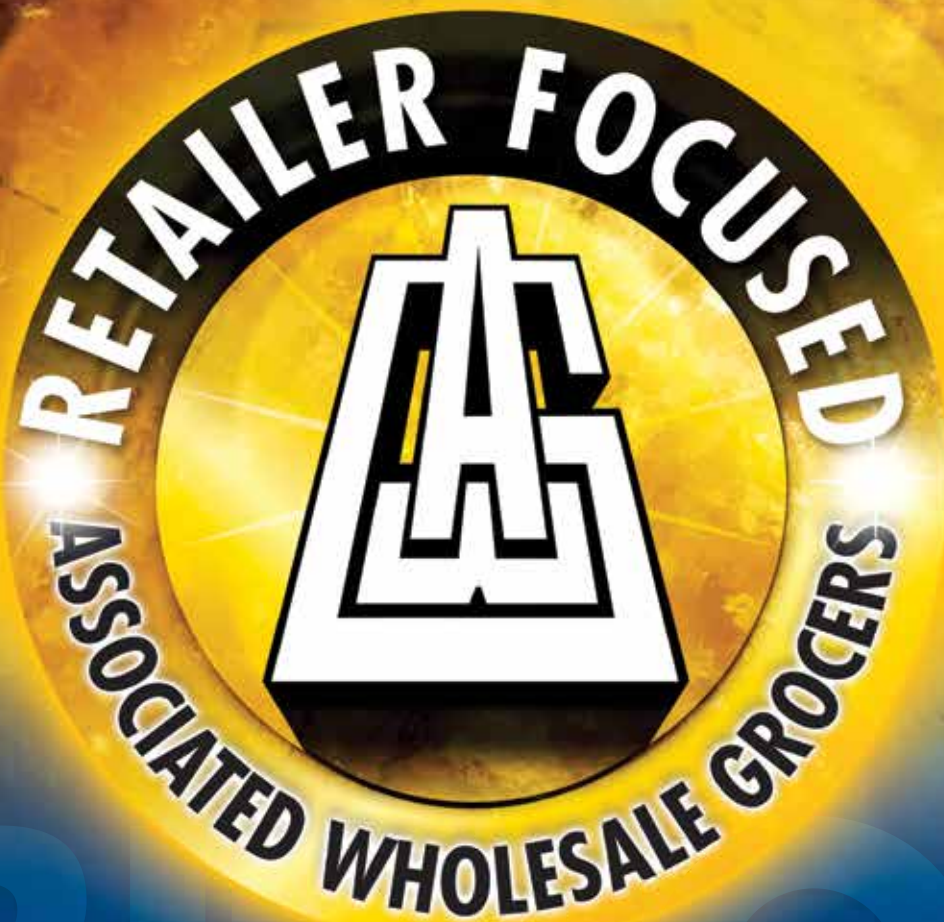
seamless redemption for
digital, electronic & paper coupons



Proudly Offered through
Nebraska Grocery Industry Association
For more information call ACS at 1-800-260-4642.

SOMETHING'S UP!

Total Sales **UP**
Annual Rebates **UP**
Same Store Sales **UP**
New Memberships **UP**



SURVIVE & THRIVE WITH AWG

CALL RHONDA LOFTUS @ 913.288.1216

VISIT WWW.AWGINC.COM

C O N T E N T S

features & departments

- 4 | New Labor Rules Apply in 2015
- 6 | 2015 NGIA Legislative Dinner
- 11 | 2015 Nebraska State Senators
- 12 | Legislative Bills
- 16 | 12 Scholarships Awarded in 2014
- 17 | Scholarship Program
- 20 | NGIA Annual Conference
- 22 | FDA Releases Final Menu Labeling Regulations
- 28 | OSHA Updates Recordkeeping Rule

advertisers

- 25 | Acosta Sales & Marketing
- 26 | Advantage Sales
- OBC | Affiliated Foods Midwest
- 27 | Altria
- IFC | American Coupon Services
- 30 | Anheuser-Busch
- 1 | Associated Wholesale Grocers
- 18 | Bimbo Bakeries/Sara Lee
- 30 | Bunzl
- 32 | Cheyenne International, LLC
- 29 | Coca-Cola
- 30 | Commonwealth Altadis
- 3 | ConAgra Foods
- 19 | Crystal Farms
- 10 | Dean Food/Land O Lakes
- 13 | Diageo
- 30 | Dr Pepper/Snapple
- 5 | Fareway Stores, Inc.
- 24 | Farner Bocken
- 19 | Frito Lay
- 32 | Hiland Dairy
- 24 | Kemp's
- 4 | Kraft
- 26 | Mondelez International
- 26 | National Tobacco
- 5 | Nebraska Beef
- 5 | Nebraska Pork
- 31 | Nebraska Lottery
- 5 | Omaha World Herald
- 9 | Pan-O-Gold Baking Company
- 9 | Pepsi
- 13 | Retail Data Systems
- 32 | R.J. Reynolds
- 33 | Shazam
- 24 | Smart Chicken
- 25 | Sparboe Farms
- 14 | SpartanNash
- 29 | Swedish Match
- 13 | The Brenmar Company
- 26 | The Mark Anthony Brands
- 21 | Wells Enterprises, Inc.
- 25 | Wildhorse Distributing

Chairman of the Board:
Lonnie Eggers
No Frills Supermarkets

Vice Chairman of the Board:
Mike Brtek
Lou's Thriftyway

Treasurer:
Mogens Knudsen
Plum Creek Market Place

Secretary:
Peter Clarke
Crete Foodmart
IGA Market Place

Executive Director:
Kathy Siefken
Nebraska Grocery
Industry Association

Directors:
Larry Baus
Wagner's Food Pride

Jason Dworak
Anheuser-Busch

Brenda Guill
Affiliated Foods Midwest

Eric Haecke
Coca-Cola

Jeff Holling
Crystal Farms

Bill Huenemann
5th Street IGA

Lezlie Maguire
Cubby's

Jeff Mueller
Hy-Vee

Steve Pirtle
Associated Wholesale
Grocers

Pat Raybould
B&R Stores
Russ's Markets
Super Saver

Ted Stessman
Farner Bocken

Owned and Published by:

Nebraska Grocery Industry Association, Inc.

5935 South 56th Street, Suite B, Lincoln, Nebraska 68516-3301

Phone: (402) 423-5533 or 800-433-6742

E-mail: ksiefken@nebgrocery.com.

We retain the right to refuse any advertisement or copy content deemed inappropriate or inconsistent with our goals and objectives to serve our members.



Innovation trumps novelty.

Consumers love that our Healthy Choice® Greek frozen yogurt is as decadently satisfying as regular ice cream, but with 100 calories. We think you'll love it, too. We created this innovation to be shelved at warmer temperatures in the high-traffic frozen single-serve entrée aisle¹ to build the basket with a shopper that is looking for a treat they can feel good about. Driving growth while putting a smile on your shoppers' faces... that's real innovation.

Everyday food. Extraordinary solutions.

ConAgra
Foods
Food you love

¹+24% more traffic, 2x \$ per buyer than novelties aisle (IRI current S3 Panel, 52 weeks ending 2/19/12)

New Labor Rules Apply in 2015

Employers have new state and federal rules with which they must comply. The following is a list of some of the new issues that will be enforced in the future.

- The NLRB's "ambush election" rule becomes effective April 14. The new rule shortens the period between a petition and an election to form a collective bargaining unit from 42 days to a period of 13 to 21 days. As part of that decision, the National Labor Relations Board also ruled that employees have the right to use their employer's email system for organizing purposes during nonworking times. A resolution of disapproval to nullify the NLRB rule has been introduced. Coalitions are forming in strong support of the resolution.
- The Equal Employment Opportunity Commission (EEOC) plans to vigorously pursue employers that violate regulations protecting transgender employees.
- Recent court rulings found in favor of unpaid interns, allowing them to collect back wages. Companies that use interns need to heed the U.S. Labor Department's six-factor test, as well as the more common "primary benefits test," to determine whether an intern should be classed as a trainee or an employee. Bottom line, unpaid internships are dangerous.
- Employers must accommodate an employee who is pregnant. The issue arose after a woman

took a job requiring her to lift up to 70 pounds. When she became pregnant, her doctor said she should limit her lifting to 20 pounds. The employer denied her light-duty request, and the employee sued her employer under the Pregnancy Discrimination Act. The case is being heard by the U.S. Supreme Court, though no ruling has yet been issued.

- Outdated Nebraska minimum wage posters on display can draw the attention of state officials. Nebraska's minimum wage increased to from \$7.25 per hour to \$8 per hour on Jan. 1, 2015. New posters must be on display for an employer to be in compliance.
- Employees last year filed more than 88,000 employment discrimination charges, down from a high of 99,922 charges in 2010. While many U.S. employers worry about employment discrimination cases involving race, sex or disability issues, more than 42 percent of last year's charges were related to workplace retaliation claims.
- Employers are NOT required pay employees for the time they spend donning or taking off protective gear for the workplace.
- The U.S. Department of Labor has also clamped down on employers who are trying to avoid paying benefits and wages to workers by classifying them as independent contractors.

Velveeta put the **best starters** in your lineup

For recipes visit velveeta.com

© 2014 Kraft Foods

Famous Queso Dip

Ultimate Nachos

Velveeta Original

newspaper | online | events | magazines | in the community

The #1 place to promote your products!

Reach over 431,200 readers with your ad in the daily Omaha World-Herald and the nonsubscriber Food Express.

To find out more about advertising in the Omaha World-Herald, or to place an ad, contact Brandon Bell.

Call:
402-444-1435
or email:
brandon.bell@owh.com



OFFICIAL MEAT OF FOOTBALL SEASON.

The Other White Meat

Don't be blah.

NEBRASKA PORK PRODUCERS ASSOCIATION

pork checkoff. ©2008 National Pork Board, Des Moines, IA. This message funded by America's Pork Checkoff program.

Help Your Staff Become Beef Experts!

Start your training at www.beefu.org

Nebraska
Beef Council

FAREWAY

**ECONOMICAL
FOOD
STORES**

®

Nebraska Grocery Industry Association 2015 Legislative Dinner







Pan-O-Gold Baking Company

Bakers of Quality Bakery Items



13247 Cary Circle La Vista, NE 68138 402-339-4803



**Proud to Support
Nebraska's
Grocers**



Pure quality. Pure profits.

Customers always reach first for trusted LAND O LAKES® Milk. Our FlavorTight™ bottle preserves fresh flavor and essential nutrients by blocking out harmful light. That's why LAND O LAKES® Milk starts pure from the dairy and stays pure for the family table. Simple goodness, naturally.

Find out how the natural, simple goodness of LAND O LAKES® Milk and dairy products can maximize your profits by calling 402-474-8700.



LAND O LAKES® Original Milk and Dairy Products

©2014 Dean Foods, Inc. The LAND O LAKES and Indian Maiden trademarks are owned by Land O'Lakes, Inc. and used by license.

2015 Nebraska State Senators

Nebraska State Senator	Home City	Dist#	Capitol Phone	Email
Senator Roy Baker	Cortland	30	402-471-2620	rbaker@leg.ne.gov
Senator David Bloomfield	Hoskins	17	402-471-2716	dbloomfield@leg.ne.gov
Senator Kate Bolz	Lincoln	29	402-471-2734	kbolz@leg.ne.gov
Senator Lydia Brasch	Bancroft	16	402-471-2728	lbrasch@leg.ne.gov
Senator Kathy Campbell	Lincoln	25	402-471-2731	kcampbell@leg.ne.gov
Senator Ernie Chambers	Omaha	11	402-471-2612	echambers@leg.ne.gov
Senator Colby Coash	Lincoln	27	402-471-2632	ccoash@leg.ne.gov
Senator Tanya Cook	Omaha	13	402-471-2727	tcook@leg.ne.gov
Senator Joni Craighead	Omaha	06	402-471-2714	jcraighead@leg.ne.gov
Senator Sue Crawford	Bellevue	45	402-471-2615	scrawford@leg.ne.gov
Senator Al Davis	Hyannis	43	402-471-2628	adavis@leg.ne.gov
Senator Laura Ebke	Wilbur	32	402-471-2711	lebke@leg.ne.gov
Senator Curt Friesen	Fullerton	34	402-471-2630	cfriesen@leg.ne.gov
Senator Tommy Garrett	Bellevue	03	402-471-2627	tgarrett@leg.ne.gov
Senator Mike Gloor	Grand Island	35	402-471-2617	mgloor@leg.ne.gov
Senator Michael Groene	North Platte	42	402-471-2729	mgroene@leg.ne.gov
Senator Ken Haar	Malcolm	21	402-471-2673	khaar@leg.ne.gov
Senator Galen Hadley	Kearney	37	402-471-2726	ghadley@leg.ne.gov
Senator Matt Hansen	Lincoln	26	402-471-2610	mhansen@leg.ne.gov
Senator Burke Harr	Omaha	08	402-471-2722	bharr@leg.ne.gov
Senator Robert Hilkemann	Omaha	04	402-471-2621	rhilkemann@leg.ne.gov
Senator Sara Howard	Omaha	09	402-471-2723	showard@leg.ne.gov
Senator Dan Hughes	Imperial	44	402-471-2805	dhughes@leg.ne.gov
Senator Jerry Johnson	Wahoo	23	402-471-2719	jjohnson@leg.ne.gov
Senator Bill Kintner	Papillion	02	402-471-2613	bkintner@leg.ne.gov
Senator Rick Kolowski	Omaha	31	402-471-2327	Rkolowski@leg.ne.gov
Senator Mark Kolterman	York	24	402-471-2756	mkolterman@leg.ne.gov
Senator Bob Krist	Omaha	10	402-471-2718	bkrist@leg.ne.gov
Senator John Kuehn	Holdrege	38	402-471-2732	jkuehn@leg.ne.gov
Senator Tyson Larson	Lincoln	40	402-471-2801	tlarson@leg.ne.gov
Senator Brett Lindstrom	Omaha	18	402-471-2618	blindstrom@leg.ne.gov
Senator John McCollister	Omaha	20	402-471-2622	jmccollister@leg.ne.gov
Senator Beau McCoy	Omaha	39	402-471-2885	bmccoy@leg.ne.gov
Senator Heath Mello	Omaha	05	402-471-2710	hmello@leg.ne.gov
Senator Adam Morfeld	Lincoln	46	402-471-2720	amorfeld@leg.ne.gov
Senator John Murante	Gretna	49	402-471-2725	Jmurante@leg.ne.gov
Senator Jeremiah Nordquist	Omaha	07	402-471-2721	jnordquist@leg.ne.gov
Senator Patty Pansing Brooks	Lincoln	28	402-471-2633	ppansingbrooks@leg.ne.gov
Senator Merv Riepe	Omaha	12	402-471-2623	mriepe@leg.ne.gov
Senator Jim Scheer	Norfolk	19	402-471-2929	jscheer@leg.ne.gov
Senator Ken Schilz	Ogallala	47	402-471-2616	kschilz@leg.ne.gov
Senator David Schnoor	Fremont	15	402-471-2625	dschnoor@leg.ne.gov
Senator Paul Schumacher	Columbus	22	402-471-2715	pschumacher@leg.ne.gov
Senator Les Seiler	Hastings	33	402-471-2712	lseiler@leg.ne.gov
Senator Jim Smith	Papillion	14	402-471-2730	jsmith@leg.ne.gov
Senator John Stinner Sr.	Scottsbluff	48	402-471-2802	jstinner@leg.ne.gov
Senator Kate Sullivan	Cedar Rapids	41	402-471-2631	ksullivan@leg.ne.gov
Senator Dan Watermeier	Syracuse	01	402-471-2733	dwatermeier@leg.ne.gov
Senator Matt Williams	Lexington	36	402-471-2642	mwilliams@leg.ne.gov

2015 Legislative Bills that Impact NGIA Members

Bill #	NGIA Stance	Description
37	S	Pharmacy – Requires that records be kept for 5 years, that signatures be obtained, that 3 techs can be supervised by 1 pharmacist, that verbal counselling must be offered and documented and that techs must be certified before hire.
74	S	Tax- Sales tax collection fee increased from the current 2.5% of the first \$3,000 of taxes remitted to 2.5% of the first \$3,000 plus ½% of taxes in excess of \$3000 remitted.
83	O	Labor – Allows an employee to bring civil action and collect damages against an employer if the employer requires an employee to sign a waiver that denies the right to disclose wages or if the employer takes action against the employee for disclosing wages.
98	M	Tobacco – moves funds to the Tobacco Cessation Program
133	M	Work Comp – change the interest rate on the final award at the rate provided in Sec. 44-103. Introduced on behalf of a lobbyist
134		Work Comp- Requires that the first injury report is confidential but can be shared with the injured employee or his/her representatives.
143	S	Petroleum – Provide reimbursement of training costs related to underground storage tanks
158	S	Work Comp – Waives compensation if employee knowingly and willfully makes a false representation regarding his/her physical or medical condition; if the employer relied on the false representation and a causal connection existed between false representation and the injury
191	M	Tax – exempts food sold by a congressionally chartered Veteran’s Group from sales tax
215	S	Theft – allows law enforcement to take a photo of stolen merchandise that can be used as evidence to prosecute. Items may then be returned to the retailer. Items with a value of \$200 or more must be held by retail for 14 days to allow the defendant to review the items
216	S	Tax – Streamline: Adopts all amendments made to the Streamlined Sales Tax Guidelines since 2002 and through 2010
278	M	Tax – Exempt car washes from sales tax
288	M	Prohibits the deduction of dues, assessments or other amounts from the wages of a public employee on behalf of a union, collective-bargaining organization or other professional association except as required by a collective-bargaining agreement between a public employer and a representative of its employees prior to the effective date of the act.
330	S	Liquor – Change the definition of hard cider to beer which would reduce taxes from 95¢per gallon to 31¢per gallon and would reduce the # of invoices distributors must leave at retail. Hard Cider looks and feels like beer so some retailers sell it as if it were a beer, which may conflict with selling times in local ordinances. The bill also removes the mandate that a hearing be held if the licensee is within 150’ of a church; Allows the LCC to renew a license 30 days on either side of the license expiration; and gives \$108,000 to the LCC for clerical staff.
339	M	Liquor – Liquor license holder would no longer be required to pay hearing costs. Citizen groups or anyone protesting a license would also be exempt from payment. LCC believes the # of protests would triple because there would be no reason for groups to not protest because it wouldn’t cost them anything. Many more license applications would be protested.
348	M	ATM’s – must provide an option for a receipt; the receipt is evidence in any legal action and provides proof of the transaction, account holder is not liable for any loss that occurs as a result of any tampering of the ATM; Any Switch approved by the Department shall file a notice setting forth contact information
363	O	Work Comp – provide for a late penalty of 50% of the amount owed to be paid to the employee when medical bills are not paid within 30 days.
367	M	Petition Circulators – payment of signature gatherers would no longer be based on the # of signatures gathered
368	O	Petition Circulators: protects the right of a citizen to sign a petition. Prohibits harassment, intimidation or impeding a circulator of a petition within 200’ of the circulator; If the circulator is stationary at a fixed table or booth, no person shall prevent the circulator from talking to any person or prevent any person from approaching the circulator; No person shall do any electioneering

Bill #	NGIA Stance	Description
		within 200 ‘ of a circulator; To do so would be a class V misdemeanor
388	O	Work Comp – Any awarded disability shall be adjusted each year in proportion to the annual weekly wage
395	M+	Nebraska Enterprise Act – Provides funding to award grants for business recruitment and relocation, capital improvement and infrastructure development. Grant applicants must be organized as a legal entity and be in good standing under the laws of the state in which the entity was formed, must owe no delinquent taxes, and must create a minimum number of jobs. Priority shall be given to small business, which is defined as independently owned and operated for the purpose of making a profit and have fewer than 100 employees
411	M	SNAP – Increases the gross income eligibility to 185% of federal poverty guidelines
418	M	Tax – Tobacco – changed distribution to allow \$2 million to be used for biomedical research
429	O	Work Comp – the medical, surgical and hospital services provided under NE Work Comp Act, in accordance with the official disability guidelines published by the Work Loss Data Institute shall be presumed to be reasonable and necessary. Services that don’t fall under the guidelines are still deemed necessary if prior authorization is obtained from the work comp insurer.
439	M	Liquor – No penalty shall be assessed when emergency medical assistance is requested regarding alcohol overdoses
460	M	Liquor – requires licensing of party bus, limo or pedal pub
480	M	Work Comp – changes the length of disability from 6 weeks to 42 days. Shell bill that may be used to move bills later in the session.
486	S	Liquor – allows for limited bottling for craft brewery to allow for off-sale
493	O	Labor – requires employers to provide mandatory sick leave of 1 hour for every 30 hours worked (40 x 52= 2080 /30= 69 hrs or 8.6 days per year)
494	M	Labor - Min Wage – Increased the minimum wage for those compensated by gratuities
510	M	Tax – Credit: Provides a tax credit for up to 2 years if an employer provides: 1) Tuition at a public institution 2) Child care services or make payment for child care 3) transportation to and from work for an eligible employee (defined as a member of a family that has received, in 9 of the last 18 months, Federal Temporary Assistance to Needy Families).
544	M	Community Gardens Act – Establishes a task force that promotes Community Gardens. Permits a state agency or municipality having title to vacant public land to permit community organizations to use it for community garden purposes. May require liability insurance.
556	O	Work Comp – Willful negligence of an employer allows employee to bring a lawsuit against an employer for damages and that work comp court findings are binding
558	O	Pure Food Act – allows food to be prepared in a kitchen that is not inspected, to sell prepared food to a third party
567	S	Pharmacy – allows the transfer of an initial prescription to be passed between pharmacies. Current law allows for transfer of refills only.
599	S	Labor –minimum wage set at \$7.25 per hour for high school students who are 18 years of age and younger
610	O	Tax – Fuel: Increase fuel tax from 7.5¢to 9.5¢ in ½¢ increments through 2019
611	O	Labor - requires all private employees to use e-verify when hiring. The bill defines a private employer as any individual, legal representative, partnership, limited liability company, corporation, association, business trust, or other business entity that is not a public employer. As of 1-1-16 every private employer shall register with and use a federal immigration verification system to determine the work eligibility status of new employees physically performing services within the State of Nebraska. Violators shall be subject to a civil penalty of not more than \$2,000.

"SWAGGER, NOT STAGGER."
 - TONY SINCLAIR

READY To Tanqueray?
 ALWAYS IN MODERATION
 TANQUERAY.COM

THE BRENMAR 
COMPANY INC.
 www.brenmarco.com

CELEBRATING **25 YEARS**

*Supermarket Packaging & Supplies
 General Merchandise & Speciality Foods*

Call us at
1-800-783-7759
 Or Visit Us Online

Like us on facebook.

 **Retail Data Systems** **PARTNERING WITH NEBRASKA GROCERS SINCE 1950**




We are here... Where are you?

**End to End Point of Sale Solutions for your store
 For a Free No Obligation Store Survey Contact
 Terry Rehmeier @ 800-564-4737 ext 101**



SpartanNash
Taking food places™

Is your business struggling to compete?

Declining sales and margins are some of the first signs of difficult times for a business. For over 100 years, we've built our company by strategically leveraging our buying power and operational excellence, coupled with our seasoned sales managers and personal retail experience to provide our 1,900 customers the resources to become more profitable.

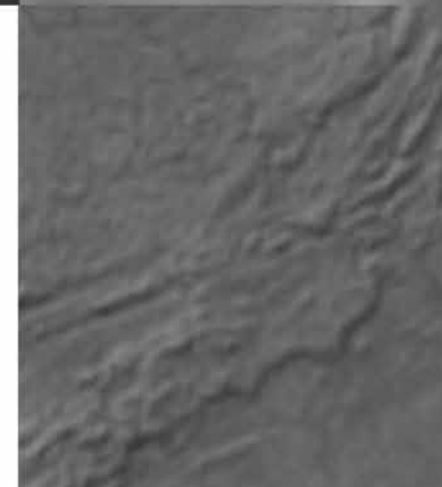
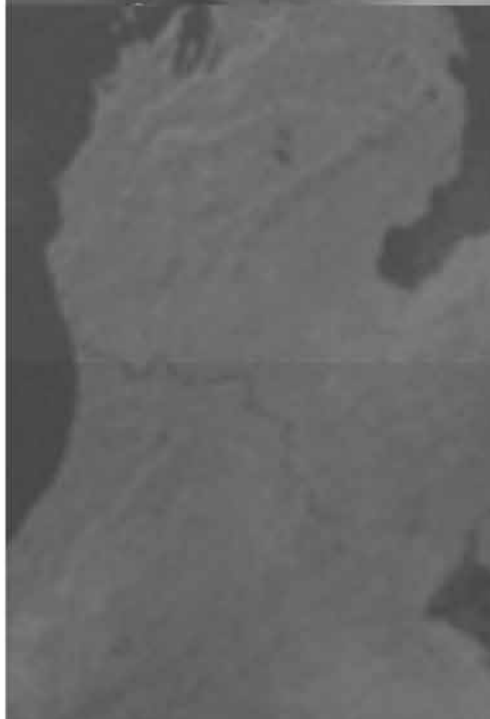
How we can help?

- With our geographic coverage, we provide volume leveraged economies of scale and tremendous buying power. We pass these savings on to you.
- We own and operate our own stores and offer over 100 value added services to our partners. All of this experience is shared with you.
- We operate over 20 wholesale distribution centers so our delivery times are quicker and more often.



Visit SpartanNash.com for more information or call our South Heartland Region business development team:

Mike Soflin 402-661-0357
Bryan Halvorson 701-330-3303
Rod Easterby 320-292-7335

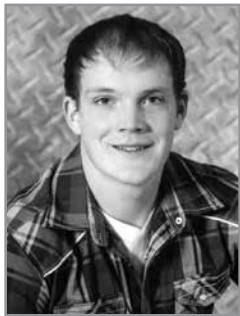


12 Scholarships Awarded in 2014

The Nebraska Grocery Industry Association established the Nebraska Grocery Industry Association Scholarship award Program in 1996. This program recognizes and aids deserving students who are related to Nebraska's food industry by virtue of parents' employment or their own part-time employment by firms who are members of the Nebraska Grocery Industry Association (NGIA). This scholarship program was established as an expression of appreciation to the members of NGIA and as a service to its members. In 2014, nine \$1000 scholarships were awarded to the following high school seniors and for the first time we awarded three \$1000 scholarships to current college students.

HIGH SCHOOL RECIPIENTS

COLLEGE RECIPIENTS



Lee Landrum
5th Street IGA



Morgan Swanson
Drickey's Market



Matthew Cedar
Fritz's Market



Daniel Buhman
Hy-Vee Food Stores



Erica Yound
Greg's Market



Matthew Brtek
Lou's Thrifty Way



Nathan Brtek
Lou's Thrifty Way



Taylre Pearson
Hy-Vee Food Stores



Alexander Nielsen
Mason's Supermarket



Savannah Nider
Nider's Thriftway



Miranda Ketteler
Rae Valley Market



Stephanie Schlatter
Hy-Vee Food Stores

NGIA OFFERS SCHOLARSHIP PROGRAM FOR DUES PAYING MEMBERS

Purpose/Philosophy

The Nebraska Grocery Industry Association has established the Nebraska Grocery Industry Association Scholarship Program to achieve a number of highly desirable objectives. It recognizes and aids deserving students who are related to Nebraska's food industry by virtue of their parents' employment or their own part-time employment by businesses which are **dues paying members of the Nebraska Grocery Industry Association (NGIA)**. This scholarship program was established as an expression of appreciation to the members of NGIA and as a service to its members.

Eligibility

1. Employees or children of employees of **businesses which pay dues to Nebraska Grocery Industry** are eligible to apply for a scholarship.
2. All applicants must have been employed for at least one year as of the scholarship deadline in the year in which the scholarship is awarded. The applicant must still be employed by the NGIA dues paying member at the time the scholarship is awarded.
3. Applicants must have a minimum 2.5 GPA on a 4.0 scale. Applicants must plan to enroll in an undergraduate course (full or part time) of study at an accredited two or four year college, university, or vocational-technical school.

Full or Part Time Applicants must be employed at a dues-paying member. Part time is considered 6 or more credit hours.

High School Applicants: Must be high school seniors

Non-Traditional Applicants are classified as:

- single parents: single moms or single dads
- adult learners
- students who didn't go directly to college after graduating high school or receiving their GED, and who are starting their higher education later in life
- students who have experienced an interruption in their higher education for some years, and are returning to complete their degree

Current College Students are eligible to make application for a scholarship each year they are an undergraduate

Scholarship Award

1. The scholarship award will be a grant of \$1,000 which must be used within 12 months of the awarding of the grant
2. The NGIA scholarship must be applied toward tuition and fees to be tax free.

Application Procedure

1. Members are asked to make copies of this request for application form available to their employees.
2. Applicants may obtain an application form at our website www.nebgrocery.com or by contacting the NGIA office via telephone, fax or USPS mail.
3. Completed applications must be postmarked by April 1. Applications received after this date will not be considered.

Selection of Winners

1. An impartial Selection Committee composed of educators will meet in April to select the winner(s).
2. In evaluating the applicants, the committee will consider each applicant's academic record, test scores, extracurricular or workplace activities, recommendations, and a personal essay.
3. All applicants are notified of the results of the competition by May 1.

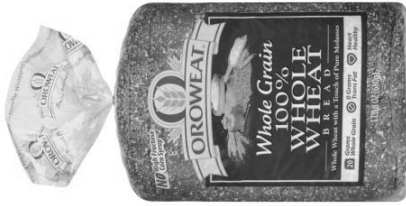
Responsibilities of Recipients

1. Scholarship recipients must enroll as a full-time or part-time student within 12 months of receiving the grant
2. Recipient is responsible for having an Enrollment Certificate completed at the beginning of the term.
3. Enrollment Certificates are used to verify enrollment and to trigger payment.

Payment of Scholarship Funds

Payment is made directly to the student at the beginning of the academic term upon receipt of an Enrollment Certificate. Any refund of scholarship funds will be made to NGIA and placed back into the fund for redistribution.

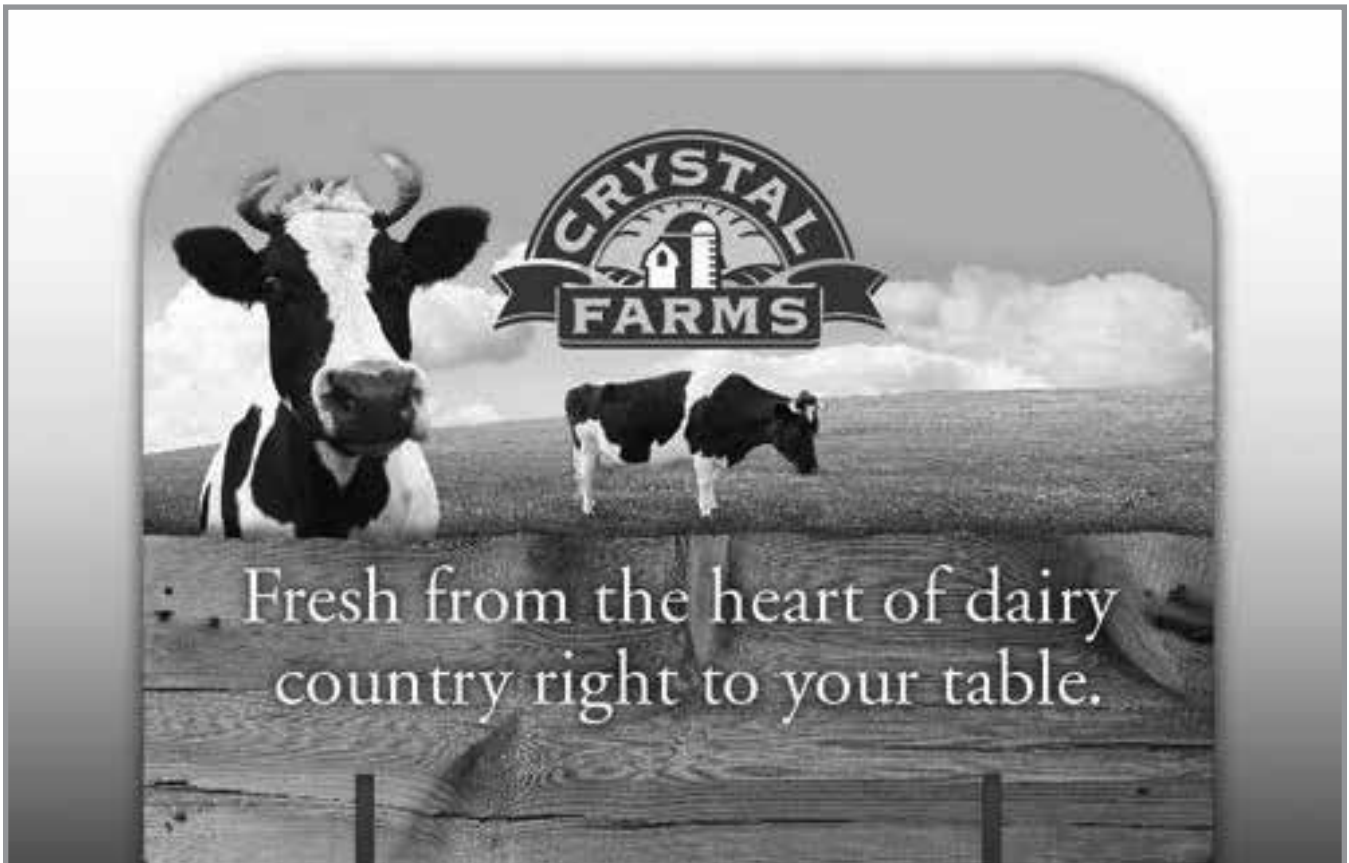
Better Together



BIMBO BAKERIES USA



The Complete Fresh Bakery Portfolio



NGIA Annual Conference Held at Cornhusker Marriott in Lincoln



Members who attended the Annual Conference on Jan. 22 heard nationally known speakers address several topics. Coach Kush presented “A Piece of the Puzzle: Eight Traits of a Quality Teammate”. Carl Zeutzius and Tom Champoux shared information on “Controlling Worker Compensation Costs” along with specific information that will help reduce expensive claims. Avish Parashar shared information on how to use various techniques that allow you to think clearly and create new opportunities at critical times. It was a great day for learning new techniques to solve old problems.






Rock Star Ice Cream



Rock Star Customer Solutions

- A dedicated sales team focused on your growth
- Direct sales store coverage in the category
- Brings comprehensive portfolio of brands to grow the category
 - Blue Bunny®
 - Weight Watchers®
 - Sweet Freedom®
 - Cadbury
 - Yoplait®
 - 2nd St. Creamery®
 - Bomb Pop®

Chart Topping Consumer Needs

- Indulgent taste of  Real Ice Cream
- Thicker ribbons of fudge/caramel
- More chunks of chocolate, cookie dough and brownies
- Perfect portion of ice cream and wafer
- Wrappers that don't stick and better protect the flavor
- Imaginative flavor combinations



Makers of Blue Bunny® Ice Cream

www.wellsenterprisesinc.com

©2014 Wells Enterprises, Inc. All rights reserved. CADBURY and associated designs are trademarks owned by Cadbury UK Ltd. and used under license. Yoplait is a registered trademark of YOPLAIT MARQUES (France) used under license. ©2014 Yoplait USA, Inc. WEIGHT WATCHERS on food and beverages is the registered trademark of WW Foods, LLC. WEIGHT WATCHERS for services and *PointsPlus* are the registered trademarks of Weight Watchers International, Inc. Trademarks are used under license by Wells Enterprises, Inc. ©2014 Weight Watchers International, Inc. All rights reserved.

FDA Releases Final Menu Labeling Regulations

On November 25, the Food and Drug Administration (FDA) released the final rule implementing “Nutrition Labeling of Standard Menu Items at Chain Restaurants,” included as Sec. 4205 of the Affordable Care Act. The rule will be published on December 1, 2014 in the Federal Register and will be effective one-year from that date. The rule does effectively regulate supermarkets as well as supercenters, general merchandise, convenience stores and other non-restaurant establishments under the menu labeling regulations and provides additional guidance on the scope of foods covered, what is considered a “standard menu item” and how calorie information may be displayed for foods that are covered under the rule.

Scope of Covered Establishments: Covered establishment is defined as a restaurant or similar retail food establishment that is a part of a chain with 20 or more locations, doing business under the same name (cooperatives and marketing alliances are not covered) and offering for sale substantially the same menu item. The new labeling requirements only apply to restaurants and similar retail food establishments that offer for sale restaurant-type food. However, there is no percentage threshold, so any establishment with 20 or more locations that sells “restaurant-type” food is regulated under the FDA menu labeling rule. FDA has defined “restaurant type-food” as food that is:

- (a) Usually eaten on the premises, while walking away, or soon after arriving at another location; and
- (b) Either:
 - a. Served in restaurants or other establishments in which food is served for immediate human consumption or which is sold for sale or use in such establishments; or
 - b. Processed and prepared primarily in a retail establishment, ready for human consumption, and offered for sale to consumers but not for immediate human consumption in such establishment and which is not offered for sale outside such establishment.

FDA has indicated that cut fruit and vegetables as well as items in the deli case would not be considered “restaurant-type food” because they are generally eaten over a period of time and often require further preparation. Foods that could be eaten over several eating occasions or stored for later use (e.g., loaves of bread, bags or boxes of dinner rolls, whole cakes, and bags or boxes of candy or cookies); foods sold by weight that are not self-serve and are not intended solely for individual consumption (e.g., deli salads sold by unit of weight such as potato salad, chicken salad), either pre-packed or packed upon consumer request; and foods that are usually further prepared before consuming (e.g., deli meats and cheeses) would similarly not be considered “restaurant-type food” and would not be covered under the rule.

Criteria for “Standard Menu Item”: Whether a food item is regulated under the menu labeling law also depends on whether FDA considers it a “standard menu item.” Standard menu item means a restaurant-type food that is routinely included on a menu or menu board or routinely offered as a self-service food or food on display. Seasonal menu items offered for sale as temporary menu items (appears on a menu or menu board for less than a total of 60 days per calendar year), daily specials and condiments for general use typically available on a counter or table are exempt from the labeling requirements.

Examples of Foods That Generally Would Be Considered Restaurant-Type Food	Examples of Foods That Generally Would Not Be Considered Restaurant-Type Food
<ul style="list-style-type: none"> • Food for immediate consumption at a sit-down or quick service restaurant • Food purchased at a drive-through establishment • Take-out and delivery pizza; hot pizza at grocery and convenience stores that is ready to eat; pizza slice from a movie theater • Hot buffet food, hot soup at a soup bar, and food from a salad bar • Foods ordered from a menu/menu board at a grocery store intended for individual consumption (e.g., soups, sandwiches, and salads) • Self-service foods and foods on display that are intended for individual consumption (e.g., sandwiches, wraps, and paninis at a deli counter; salads plated by the consumer at a salad bar; cookies from a mall cookie counter; bagels, donuts, rolls offered for individual sale) 	<ul style="list-style-type: none"> • Certain foods bought from bulk bins or cases (e.g., dried fruit, nuts) in grocery stores • Foods to be eaten over several eating occasions or stored for later use (e.g., loaves of bread, bags or boxes of dinner rolls, whole cakes, and bags or boxes of candy or cookies) • Foods that are usually further prepared before consuming (e.g., deli meats and cheeses) • Foods sold by weight that are not self-serve and are not intended solely for individual consumption (e.g., deli salads sold by unit of weight such as potato salad, chicken salad), either prepacked or packed upon consumer request

Summary: Establishments selling standard menu items for restaurant-type food or foods on display intended for immediate consumption will be required: (1) to disclose calorie information on menus and menu boards for standard menu items; (2) post a succinct statement concerning suggested daily caloric intake on menus and menu boards; and (3) post on menus and menu boards a statement that written nutrition information is available upon request. Calorie information must be declared on signs adjacent to foods on display and self-serve foods that are standard menu items. There are also very prescriptive requirements related to the posting of calorie information and how information should be displayed depending on the serving size, etc. FMI will continue reviewing the rule for more details and guidance for FMI members. We will be requesting a meeting with FDA and other Obama Administration officials regarding several aspects and outstanding concerns of the final menu labeling regulations.

As background, FDA released its Proposed Menu Labeling Regulations in April 2011 and sought to have the rule finalized and effective by July 2012. Since that time FMI submitted several detailed sets of comments to FDA and the Obama Administration regarding the extraordinary financial impact and associated operational complexities of menu labeling on the supermarket industry. Members of Congress, led by Rep. Jack Kingston (R-GA), Rep. Cathy McMorris-Rodgers (R-WA), Senator Roy Blunt (R-MO), Senator Angus King (I-ME), and Rep. Loretta Sanchez (D-CA) repeatedly urged FDA to not expand menu labeling to mainstream grocery stores.

We will continue to work with the bipartisan, bicameral co-sponsors of the Common Sense Nutrition Disclosure Act (H.R. 1249/S. 1756). We encourage you—and your store managers—to contact your Members of Congress to voice your concerns with FDA’s menu labeling rule.

For more information please contact FMI’s Regulatory Counsel, Stephanie Barnes at sbarnes@fmi.org or 202-220-0614.

Disclaimer: This guidance is provided by the Food Marketing Institute as a service to its members and does not constitute legal advice. As legal advice must be tailored to the specific circumstances of each case and laws and regulations are frequently changing, nothing provided herein should be used as a substitute for the advice of competent counsel.

FARNER-BOCKEN COMPANY

Providing Solutions For Your Store Needs!



Farner-Bocken Company offers...

- A Top 10 Leading Convenience Store Wholesale Distributor in the USA
- Large Selection of Tobacco Products
- Over 15,000 SKUs Stocked
- Multi State Service
- Professional Store Layout and Reset Teams
- Cutting Edge Technology
- Largest Selection of Food Concepts in the Midwest
- Experienced Sales Representatives
- One Stop Convenience for Your Location



Farner-Bocken Company Contact Information:
 1751 Hwy. 30 East
 Carroll, IA 51401
 800-274-8692
 Check us out @ www.farner-bocken.com



True to the Midwest.

Innovation, quality and a home-grown brand identity. From novelties to ice cream, Kemps is the consumer's choice.





WILDHORSE
D I S T R I B U T I N G

**NATIONAL DISTRIBUTOR OF
TOBACCO BRANDS AND
ACCESSORIES**

713 N. Frontier, Papillion, NE 68046
888-293-2635

www.WildHorseDist.com



SPARBOE FARMS
Family Owned Since 1954



Sparboe Farms is a family-owned Midwestern company that produces a comprehensive line of shell and specialty eggs as well as egg products.

We take pride in providing a superior quality product and extraordinary customer service.

Sparboe Farms also offers a wide array of merchandising and marketing tools, including category management, promotional planning and planograms, designed to increase your sales and profitability.

Contact Sheila for more information on how Sparboe Farms can help you grow your egg category business.

Sheila Cramer
Area Manager
515-783-8178



+ Shoppers want more.
So do you.

+ That's why Acosta provides the most trusted CPG companies with more of what they need to succeed.

Acosta understands that today's shopper is savvier than ever before, which is why we give our clients and customers more of the resources they need to turn those shoppers into buyers. We leverage our unparalleled reach to maximize your coverage, apply well-honed insight and expertise for brand momentum, and act as a strategic partner to ensure that all the pieces fit together. The end result? More sales. More growth. More success.

Chicago: 665 West North Ave., Lombard, IL. 60148 • 630.620.7600
Des Moines: 3020 104th Street, Urbandale, IA 50322 • 515.278.2040
Kansas City: 8155 Lenexa Drive, Lenexa, KS 66214 • 913.227.1000

www.acosta.com

ACOSTA
SALES & MARKETING

Trusted brands trust us.

NEW! 2 CIGARS FOR 99¢

ZIG-ZAG
CIGARILLOS

BLACK WRAPPER
Maduro Inspired Wrapper

GREEN WRAPPER
Candela Inspired Wrapper

©NTC 2013

MAKE YOUR MOVE

Our superior services and the industry's broadest coverage capability will help you increase the value of your business while ensuring your key performance indicators are achieved.

Gain a competitive advantage with the one-stop, best-in-class sales and marketing solution.

ADVANTAGE
SALES AND MARKETING

2894 106TH STREET, SUITE 200 DES MOINES, IOWA 50322
TEL: 515.278.1223 FAX: 515.278.0671

CREATE
DELICIOUS
MOMENTS
OF JOY

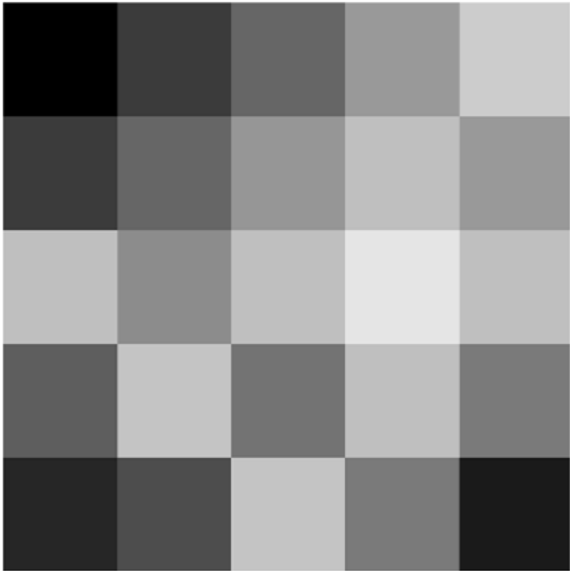
Mondelez
International

A Good Partner...
...Is Hard to Find

Mark Anthony Brands Inc. is proud to be a partner of the Nebraska Grocers Association and all the hard work that they do!

Premium Malt Beverage © is a registered trademark of Mike's Hard Lemonade Co., Seattle, WA.
mikeshard.com MIKE'S IS HARD. SO IS PRISON. DON'T DRINK UNTIL YOU ARE 21.

Altria



OSHA Updates Recordkeeping Rule

The Occupational Safety and Health Administration's revised recordkeeping rule includes two key changes:

First, the rule updates the list of industries that are exempt from the requirement to routinely keep OSHA injury and illness records, due to relatively low occupational injury and illness rates. The previous list of industries was based on the old Standard Industrial Classification (SIC) system and injury and illness data from the Bureau of Labor Statistics (BLS) from 1996, 1997, and 1998. The new list of industries that are exempt from routinely keeping OSHA injury and illness records is based on the North American Industry Classification System (NAICS) and injury and illness data from the Bureau of Labor Statistics (BLS) from 2007, 2008, and 2009. Note: The new rule retains the exemption for any employer with ten or fewer employees, regardless of their industry classification, from the requirement to routinely keep records.

Second, the rule expands the list of severe work-related injuries that all covered employers **must report** to OSHA. The revised rule retains the current requirement to report all work-related fatalities within 8 hours and adds the requirement to report all work-related in-patient hospitalizations, amputations and loss of an eye within 24 hours to OSHA.

Establishments located in States under Federal OSHA jurisdiction must begin to comply with the new requirements on January 1, 2015. Establishments located in states that operate their own safety and health programs (State Plan States) should check with their state plan for the implementation date of the new requirements. OSHA encourages the states to implement the new coverage provisions on 1/1/2015, but some may not be able to meet this tight deadline.

The final rule will allow OSHA to focus its efforts more effectively to prevent fatalities and serious work-related injuries and illnesses. The final rule will also improve access by employers, employees, researchers and the public to information about workplace safety and health and increase their ability to identify and abate serious hazards.

Changes to reporting requirements: What needs to be reported to OSHA?

OSHA's updated recordkeeping rule expands the

list of severe injuries that employers must report to OSHA.

As of January 1, 2015, all employers must report

1. All work-related fatalities within 8 hours.
2. All work-related inpatient hospitalizations, all amputations and all losses of an eye within 24 hours.

You can report to OSHA by

1. Calling OSHA's free and confidential number at 1-800-321-OSHA (6742).
2. Calling your closest Area Office during normal business hours.
3. Using the new online form that will soon be available.

Only fatalities occurring within 30 days of the work-related incident must be reported to OSHA. Further, for an in-patient hospitalization, amputation or loss of an eye, these incidents must be reported to OSHA only if they occur within 24 hours of the work-related incident.

Changes to recordkeeping requirements: Who is required to keep records? Who is exempt from keeping records?

OSHA's updated recordkeeping rule expands the list of severe injuries that employers must report to OSHA.

As of January 1, 2015, all employers must report

1. All work-related fatalities within 8 hours.
2. All work-related inpatient hospitalizations, all amputations and all losses of an eye within 24 hours.

You can report to OSHA by

1. Calling OSHA's free and confidential number at 1-800-321-OSHA (6742).
2. Calling your closest Area Office during normal business hours.
3. Using the new online form that will soon be available.

Only fatalities occurring within 30 days of the work-related incident must be reported to OSHA. Further, for an in-patient hospitalization, amputation or loss of an eye, these incidents must be reported to OSHA only if they occur within 24 hours of the work-related incident.



COMMONWEALTH - ALTADIS, INC.
a sales and distribution company

For information contact Sam Roach at
Sam.Roach@us.imptob.com

Bunzl Kansas City has the new
Optifill detergent and sanitizer from **Johnson-Diversey**.
No equipment, no mess, and very cost-effective!

Optifill is highly concentrated.
You get the exact amount of chemical for the amount of water you use.
Each container gives you 168 10-gallon sinks.

Optifill™ in Use



If you want to save on your chemical costs,
Call Craig Knavel

Bunzl Kansas City,
all of your store supply
needs from one supplier!
1-800-927-2231.



Anheuser-Busch

*Proud Supporters
of the
Nebraska Grocery
Industry Association*



Dr Pepper Snapple Bottling Co.
Midwest Division Omaha, NE
A Division of Dr Pepper Snapple Group

Omaha 402-498-0440
Lincoln 402-464-3169
Norfolk 402-371-9347



Thumbs up
to Nebraska
Lottery
retailers!

Well, the
closest thing
we have to
thumbs.



Many thanks to our NGIA member
retailers for helping us sell
Nebraska Pick 5 and raising funds
to make our state a better place.

nebraska
PICK 5
It's our game.



nelottery.com

Must be 19. Please play responsibly. Problem Gambling Help Line: 800-522-4700.

Help Them Make a Home Sweet Hiland Home

Stock your shelves with the fresh, local dairy products your customers love.

Hiland Dairy has been providing natural, wholesome dairy products to Nebraska families for nearly a century. And, since Hiland products are a great source of protein with no artificial growth hormones, their fresh, local taste will keep your customers coming back again and again.



Local, Fresh
and NO Artificial Growth Hormones

For information about our full line of dairy foods and product images visit HilandDairy.com/image-library or call 800-779-4321.

HilandDairy.com



Cheyenne

C I G A R S



Great Smoke, Great Price



WARNING: Smoking Causes Lung Cancer, Heart Disease, And Emphysema, And May Complicate Pregnancy. This Product Contains Chemicals Known To The State of California To Cause Cancer And Birth Defects And Other Reproductive Harm.

MADE IN THE USA

© 2013 Cheyenne International, L.L.C. Cheyenne International, L.L.C. • 701 S. 26th Street, Omaha, NE 68106 • Toll Free 1 888 254 6975 • Fax 704 827 7280 • www.cheyenneci.com



Play Your Cards Right

And Win Big with Your Customers

Decrease your odds of losing loyal customers because you don't accept their preferred form of payment.

Win big with SHAZAM's lower interchange PIN-debit transactions from more than 5.8 million SHAZAM cardholders. Contact your Merchant Services Provider today for additional information on accepting SHAZAM PIN-Debit. To learn more, email us at merchantemail@shazam.net

or visit our website, www.shazam.net.



Authorization and settlement
processing for:

DEBIT CARDS • CREDIT CARDS
ELECTRONIC BENEFITS TRANSFER (EBT) CARDS
GIFT CARDS - AND MORE



Proudly endorsed
by NGIA

Nebraska Grocery Industry Association
5935 South 56th, Suite B
Lincoln, Nebraska 68516-3301

Address Service Requested

PRSRT STD
U.S. POSTAGE
PAID
Lincoln, NE
Permit No. 40

Believe In Endless Possibilities With AFM!

Possibilities are right around the corner...and in record-setting all cash!

Record
All-Cash Rebates
\$57 Million

4.75% Avg.
Annual Retailer's Rebate

LOWERED Operational Expenses & Freight to Stores

- Governed, Owned, and Operated by Our Member-Owners
 - Aggressive in the Marketplace
 - Impactful, Cutting-Edge Technology

Get on the Fast Track to Success. Join



AFFILIATED
FOODS MIDWEST

www.afmidwest.com

Contact: **Wayne Hall**, VP of Business Development / P: 608-347-7318 / E: whall@afmidwest.com