

# The Voice

of the Nebraska Grocery Industry

May / June 2012

## Leading The Way



**NGIA Annual Conference & Golf Outing  
July 24 & 25, 2012**

**Champion's Club, Lincoln, July 24**

**Woodland Hills Golf Club,  
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Contact Steve Dillard, VP Corporate Sales at 913-288-1510

# C O N T E N T S

## features & departments

- 3 | Nebraska Food News... People...Places...Things
- 4 | WGA/Mary Macey Scholarship
- 6 | Are Your Training and Store Policies Up-To-Date?
- 9 | Where Do Your State Tax Dollars Go?
- 11 | Beware of Unofficial Solicitations
- 14 | USDA Updates
- 17-19 | Alcohol Issues Update...
- 19 | WalMart Expands in Omaha
- 20-21 | NGIA Annual Conference
- 23 | NGIA Calendar of Events
- 27 | Top 10 Things You Should Do When Filing Your Claim in the Unemployment Insurance System
- 28-29 | From Farm To Store in 48 Hours - Dairy in Nebraska
- 30 | Calendar of Events

## advertisers

- 10 | Advantage Sales
- OBC | Affiliated Foods Midwest
- 23 | Altria
- 15 | Anheuser-Busch.com
- 16 | Arctic Glacier Premium Ice
- 1 | Associated Wholesale Grocers
- 23 | Bunzl
- 5 | Cash Register Sales
- 24 | Cheyenne International, LLC
- 17 | Commonwealth - Altadis, Inc.
- 8 | Coca-Cola
- 26 | ConAgra Foods
- 10 | Crystal Farms
- 32 | Dean Foods/Land O' Lakes Milk
- 5 | Diageo
- 16 | Dr. Pepper/Snapple Bottling Co.
- 11 | Farner-Bocken
- 11 | Fareway Stores, Inc.
- 7 | Frito Lay
- 24 | General Mills Convenience
- 15 | Gopher News Company
- 10 | Kemps
- 12 | Kraft
- 22 | Harry A. Koch Co.
- IFC | Nash Finch
- 16 | Nebraska Lottery
- 31 | Pepsi
- 15 | Retail Data Systems
- 9 | Roberts Dairy
- 13 | Sara Lee
- IBC | Shazam
- 5 | Sparboe Farms
- 22 | Swedish Match
- 5 | The Brenmar Company
- 22 | The Mark Anthony Brands
- 25 | Wells Enterprises, Inc.
- 23 | XCaliber International LTD.

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## Nebraska Food News... People... Places... Things...

*This section of the magazine is dedicated to announcing the changes, additions, promotions, etc., regarding members of the grocery industry in Nebraska. We invite members to submit information that can be included in this section.*

Ewoldt's Grocery in Thedford recently renovated their store. They received an energy grant through USDA and used it to install new windows and insulation. They also installed a new 20 door cooler and a 25 door freezer. Allen Ewoldt is the owner. He said they would be able to save 65% on their electric bill. Store registers were also moved to the front.

Wahoo Super was featured in a film selected to be shown at the Omaha Film Festival in March. The short film titled "The Grocery," was filmed by a Wahoo native, Jake Hull. He said the project was a test project and had never intended for it to be shown, however, it turned out so well that they thought people should see it.

Hy-Vee is beginning work in the fall on a new store in Plattsmouth. The store will anchor the Plattsmouth Plaza shopping center on the west side of town next to U.S. Highway 75. It will be a 45,000-square-foot store and is scheduled to open in November 2013.

Russ's Market is building a new store in Hastings. The current store is 29,000-square-feet and the new store will total 47,000-square-feet. Store Director Steve Richardson has said the new store will have a sit-down deli, drive-through pharmacy, more cold storage, and expanded bakery and larger floral, produce, frozen food, meat and dairy departments.

Associated Wholesale Grocers plans to consolidate its operation at its Kansas City, Kansas, headquarters next summer after completing a \$6.5 million addition to the facility. The 35,000-square-foot addition will add a second and third floor to its existing headquarters, which adjoin a distribution center operated by the association. AWG services grocers in Nebraska.

Ewing's grocery store has a new owner. Andy Rotherham took ownership of Larry's Market in February from Ed and Larry Nordby. He renamed the store to Andy's Market. Andy's is offering a lot of different cuts of meat, and customers can order smoked turkeys and chickens. A grand opening will be held after some remodeling is finished.

Beatrice IGA has left the IGA franchise system and now carries the name of Heartland Foods. Heartland Foods will

continue to offer the high quality Shurfine, Shurfresh and Clear Value products with which customers have become familiar.

A Hometown harvest Cooperative community meeting was held with 45 to 50 local residents gathered at the Mitchell American Legion the evening of April 24th to learn more about a year-round farmer's market and food cooperative planned for Mitchell. The Cooperative has agreed to rent space in a building at 1214 Center Avenue in Mitchell if the fundraising is successful. The Cooperative has received assistance from the UNL cooperative Development Center as well as Panhandle area Development District.

The last grocery store in Winside was about to close and the Farmers Cooperative didn't want to see that happen. With fertilizer and grain storage already offered through Winside's Cooperative, plus gas pumps, it seemed a logical step to include a grocery store to the mix, as the cooperative did in Pilger in 1992, adding the Pilger Store to the cooperative's holdings. Dwight and Connie Oberle of Winside, previous owners of Winside's grocery store, had operated the business for 26 years. Peggy Jensen of Pilger serves as the store manager. New coolers and freezers have been added, plus the store will offer fresh meat brought over daily from the Pilger Store, movie rental, pickle cards, lottery tickets and liquor.

Cody-Kilgore community members welcomed the long-awaited groundbreaking of their future student-run grocery store and business incubator in Cody on April 23. The store, now named the Circle C Market, will be a 3,000 square foot straw-bale building. The Circle C Market is expected to open this fall on its Highway 20 location.

The Super Saver in Columbus is getting a summer makeover. The store will sport a totally new look by midsummer, said Marty Jarvis, director of marketing for the store's parent company, B & R Stores, Inc. Store officials plan an entirely new décor package for the inside of the building at the corner of 23rd Street and 33rd Avenue, along with new refrigeration units and other infrastructure improvements. Rich Schlickbernd is the store's manager.

The Ogallala Safeway store recently underwent some updates which included relocating the pharmacy from the front to the back of the store. Most of the renovations were handled in the evening to cause as little disruption to their customers as possible.



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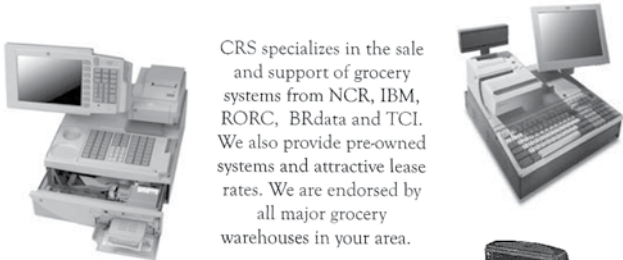
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## Are Your Training and Store Policies Up-To-Date?

According to We Card's Best Practices survey -- which now totals more than 1,000 completed surveys -- one in four retailers don't cover new Federal requirements in their training. That's a big number.

Furthermore, the Federal government believes it's important for you to have a written company policy against sales to minors. So does We Card. And we can help.

Consider using We Card's template at [http://wecard.org/company\\_policy/](http://wecard.org/company_policy/) to update your company policy, or if you don't have one, use it as a starting point to map out your policy.

Why have a "written company policy?"

Here are a few reasons why it's important:

A written company policy . . .

1. Sets the proper serious tone from the top of your business down through management and all the way to the frontline employee.
2. Establishes clarity on the specific requirements the company and employees must follow.
3. Serves as another responsible retailing communication tool to re-enforce your other efforts, such as training employees.
4. Demonstrates (in just one way) your company's good faith effort toward compliance with government requirements.

There are many other reasons for a written policy, some advocated by human resources experts, some advocated by attorneys. Another important reason is that the federal law, referred to as the Tobacco Control Act, specifically mentions a written policy as a positive thing to have and enforce (without firmly stating that it is a requirement.) Here's what the federal law says,

***“... effective steps to prevent violations of the minimum age requirements for the sale of tobacco products, including***

1. adopting and enforcing a written policy against sales to minors;
2. informing its employees of all applicable laws;
3. establishing disciplinary sanctions for employee noncompliance; and
4. requiring its employees to verify age by way of photographic identification or electronic scanning device.”

Section 103(q)(1)(F)-(G) of the Tobacco Control Act

If you haven't updated your company policy on underage tobacco sales lately or just don't have one, *We Card* encourages you to take another look. First, compare our template against yours, then fill in the gaps if you find any. Following this exercise may help you identify areas where you have a stated policy, or need one, but have nothing to back it up. (e.g., you may require employees to do role-play exercises, but don't have training that ensures they follow through and actually role-play difficult situations). We think you may find areas where you can strengthen and reinforce your policy. Next, make sure you've addressed state law requirements. You probably know that FDA regulations cover cigarettes, smokeless tobacco and roll-your-own tobacco and furthermore FDA intends to regulate OTP and eCigarettes in the future. Many state laws have restricted tobacco and tobacco-related product lists that go beyond cigarettes, smokeless and roll-your-own tobacco. Include those state requirements in your written policy. Use *We Card's state law summaries* to help identify what those are.

Employee performance and human resources pros can attest to the value of communicating employee expectations. A written policy is an important way to do just that. And what if you fail a compliance check? Having a written policy in-hand (in addition to your training, in-store signage, mystery shopping and other responsible retailing efforts) will be key to demonstrate your store's good faith efforts toward compliance.

So get your written company policy started today... or update your existing policy using *We Card's* template - **Sample Company or Store Policy** - either way it's good business, good policy and will help make sure you don't sell to someone underage.

Doug Anderson

President

The We Card Program, Inc.

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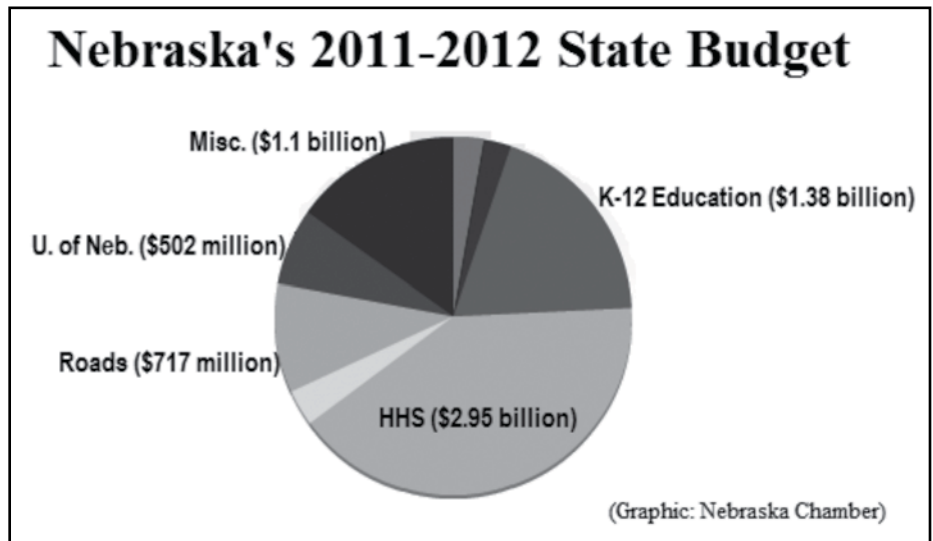
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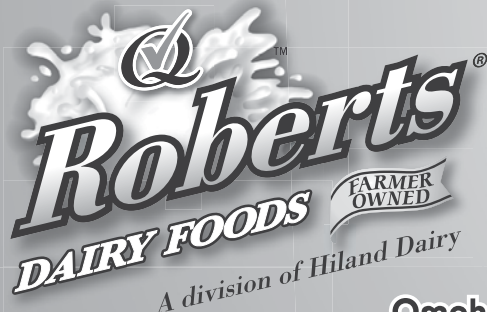
## 'Where Do Your State Tax Dollars Go?'

June 30 will mark the end of the current fiscal year for the State of Nebraska. Under the state budget, as approved by the Nebraska Legislature and signed by the governor, \$7.28 billion will have been spent since July 1, 2011. Where has it gone in 12 months? According to NebraskaSpending.gov -- operated by the state treasurer's office -- more than 40% (\$2.95 billion) of taxpayer dollars were spent on Health & Human Services. Another 19% (\$1.38 billion) went to the Nebraska Department of Education for K-12 education. Nearly 10% (\$717 million) was sent to the Department of Roads, while 7% (\$502 million) went to the University of Nebraska. Other major expenses include: Revenue Department (\$239 million); state colleges (\$129 million); Department of Administrative Services (\$201.2 million); Department of Correctional Services (\$178.6 million); Public Service Commission (\$80 million); Game & Parks (\$79 million); Economic Development Department (\$57 million); Labor Department (\$55 million); and state employee retirements (\$34 million). (Courtesy Nebraska State Chamber of Commerce)



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- Perfect for recipes

## Beware of Unofficial Solicitations

National Grocers Association has requested that we pass along a “heads up” to everyone about solicitations that may be going on by companies (one is Claims Compensation Bureau, LLC) offering to monitor and file claims in the Payment Card Interchange Fee and Merchant-Discount Antitrust Litigation and AMEX Litigation. In exchange for their services they will take a fee deducted from any funds received.

Please note this solicitation is not official and these companies are simply trolling for part of any potential settlement. There has been no settlement and if and when there is an official administrator will be appointed by the class attorneys and the court. Retailers will not have any fees to recover their share of any potential settlement.

If you have any questions please do not hesitate to contact our office.



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## Reorganization Taking Place at Nebraska Department of Agriculture (NDA)

The Nebraska Department of Agriculture (NDA) is remaking itself in an effort to improve public understanding of its mission, as well as gain operational efficiencies in the various divisions and programs. To achieve these goals, work started this spring to realign staff and programs; NDA plans to complete these initial changes by the end of summer.

The most publicly noticeable changes are the combination of divisions to facilitate sharing of staff across the various programs. The Bureau of Plant Industry and the Bureau of Animal Industry now will be known as **Animal and Plant Health Protection**. The Weights and Measures Division, the Foods Division, and the Dairy Division now will be known as **Food Safety and Consumer Protection**. This new arrangement pulls together divisions that have similar overall missions. Both name changes more accurately describe the role of NDA in the lives of the general public, as well as the businesses and farms and ranches they serve.

Under these remade divisions, all the individual programs of the five original divisions will remain intact, and NDA will not waiver in its fulfillment of its numerous statutory responsibilities. However, a few program participants may find themselves dealing with a different NDA employee than in the past; this will be most apparent to those involved with the feed and fertilizer program and the pesticide program. NDA will make every effort to make the transition as seamless as possible and will communicate the changes with those directly impacted.

The main impact of the changes rests on the NDA employees themselves, some of whom will be learning new responsibilities in order to facilitate the efficiency goals. NDA Director Greg Ibach said these employees are to be commended for their extra effort in assuring the success of NDA as a whole.

## Grocery Store License Can be Renewed Online

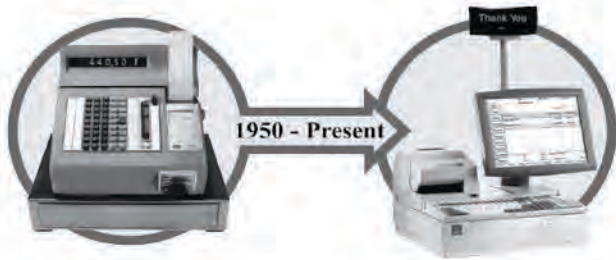
The Dept. of Ag, Food Safety and Consumer Protection, has requested that if possible, retailers should renew their annual license online. The online renewal process is easy, fast, efficient, and offers a great opportunity for retailers renew their license quickly.

## 2012 Legislation Results in Slight Increase in Grocery Licensing Fee

NGIA supported and assisted in passing LB 771, a bill that updated the Nebraska Pure Food Act. Every 3 to 5 years the FDA brings forward a model food code which the Food Advisory Board reviews. Based on scientific evidence and the need for up to date language, segments of the FDA Food Code are adopted in Nebraska, based on the recommendations of the Advisory Board. The bill included a slight increase (less than \$3) in the annual licensing fees. The last increase was approved in 2007. Fee increases are necessary to maintain the number of inspectors who are in our stores from day to day. Inspectors assist our members in keeping up with the latest scientific data, without overburdening retailers. They make suggestions that help members continue to sell safe food in the State of Nebraska. Over the years we have worked closely with the Dept. of Agriculture in keeping the cost of licensing to a minimum, while at the same time ensuring that the number of inspectors is maintained. A reduction in the number or quality of our inspectors would be detrimental to the grocery industry. As a result, our customers remain assured that food in Nebraska is both of high quality and is safe.

Other changes included in the legislation do not affect the grocery industry but do deal with replacement of equipment that holds the temperature at 45 degrees to equipment that holds the temperature at 41 degrees.





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\*Retailer must be on the Merchandising Plan to earn \$1.20 on each ticket sold (all others earn \$1).

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## Alcohol Issues Update...

*The Nebraska Liquor Control Commission's Website <http://www.lcc.ne.gov/> Provides Information and Updates*

### **RETAILER RETURNS TO WHOLESALER: ADVISORY**

**NEW** - May 7, 2012 - ALL RETAILERS TO REVIEW REGARDING RETURNS – Advisory on next page February 27, 2012 - Please see important advisory regarding returns to wholesalers.

See advisory at <http://www.lcc.ne.gov/pdfs/advisory.pdf>

### **SPECIAL DESIGNATED LICENSES**

Notice: Be advised that all Special Designated License (SDL) applications MUST be received in the office of the Nebraska Liquor Control Commission no later than 10 working days prior to the event. Any SDL applications received less than 10 working days will be returned. NO EXCEPTIONS. Also be sure to use the most current application that can be found at: <http://www.lcc.ne.gov/LicensingForms/108.pdf>

### **GROWLERS**

Growlers are only allowed to be sold by brewpubs. This is allowed by TTB provided there is a warning label on the growler and no interstate activity. It is NOT legal for a retailer to sell a growler to patrons.

### **HARD APPLE CIDER**

HARD APPLE CIDER IS WINE AND THE EXCISE

TAX IS .95 CENTS A GALLON.

HARD APPLE CIDER IS CONSIDERED A WINE BY THE FEDERAL ALCOHOL AND TOBACCO TAX AND TRADE BUREAU (TTB) See definition below.

As a retailer you are only allowed to carry cider products if you have a wine license. This would include C, D, I, AD, IB, ID ONLY. If you only have a license for beer you are not licensed to carry these products.

TTB Definition of Cider Still wine derived primarily from apples or apple concentrate (apple juice, or the equivalent amount of concentrate reconstituted to the original brix of the juice prior to concentration, must represent more than 50 percent of the volume of the finished product) containing no other fruit product nor any artificial product which imparts a fruit flavor other than apple; containing at least one-half of one percent (0.05%) and less than seven percent alcohol by volume; having the taste, aroma, and characteristics generally attributed to hard cider; and sold or offered for sale as hard cider.

### **SUNDAY SALES (LB 861)**

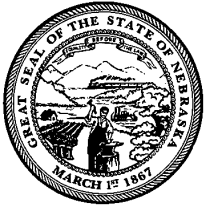
As you may, or may not, be aware LB 861 was passed by the Legislature. This allows local governing bodies to pass ordinance allowing sales of spirits on Sunday prior to noon. The law will come into effect on July 19, 2012. This is by ordinance only, so please check with your local clerk for more information in your city/county.



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May 7, 2012

**ATTENTION:** All Retail and Wholesale Licensees

Please be advised of the rules and regulations that set forth the legal reasons when products may be returned back to the wholesale beer or wine and spirit liquor licensee. The attachment is an outline of Federal regulations the Commission endorses which clearly defines when the product can or cannot be returned. These rules are being strictly enforced. Please review the following events carefully.

1. Retail ordering of product for any special event out of the realm of normal day to day business operations:
  - a) If an SDL is not part of the event and you as the retail licensee over purchased product, that remaining product cannot be returned to the wholesaler. This would fall into the illegal arena as consignment sales and leaves your license open to citation along with the wholesale licensee.
  - b) If an SDL is part of the event, you as the retail licensee must request an exemption to the return regulation on your SDL application, provided the return of alcoholic beverage does not or will not fall into the seven day window allowed by Chapter 6, Licensee Operations 019.01W (See attached). Please contact Licensing Division Manager, Mary Messman, for any details or questions along these lines.
2. Industry members (Retail and Wholesale licensees) - Inventory Resets - Liquor Control Regulations Chapter 6, 016.05B. Please be reminded that any product identified in the reset that is not selling or moving cannot be returned to the wholesaler. This is not a legal reason when product is allowed to be returned.
3. Any pattern identified or evidence whereby retailer with intent to simply leave product go outdated and then request wholesaler to take back as a return under Rule Part 11:32 – Defective Products, will be reviewed very closely by Investigative Services. This is classified as yellow light activity under Nebraska Statute 53-168, Accepting or Creating Something of Value.

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**Robert Batt**  
Chairman

**William F. Austin**  
Commissioner

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4. Under Statute 53-168 the specific provision (it shall be unlawful for any person having a retail license to accept anything of value from a person holding a wholesale license outside of the exceptions identified in Chapter 6, Licensee Operations 016) any retail licensee demands for services or other from a wholesale licensee outside of the exceptions will be classified as yellow light activity both at State and Federal levels. Example: Retailer demands wholesale licensee to conduct janitorial services at the retail premise. Any activity as such or other may trip a field investigation. Please review closely aforementioned Trade Practice Regulations. If the practice is not listed as an exception, it is illegal for the wholesaler to perform and retailer to accept.

If you, as a retail licensee, are a party to an illegal return, your retail license along with the wholesale license is open to a citation from the Nebraska Liquor Control Commission. Please review these regulations very carefully. If you have any questions, please contact Jerry Van Ackeren, Auditor, at [jerry.vanacker@nebraska.gov](mailto:jerry.vanacker@nebraska.gov) or Hobert Rupe, at [hobert.rupe@nebraska.gov](mailto:hobert.rupe@nebraska.gov).

Sincerely,



Hobert B. Rupe  
Executive Director  
Nebraska Liquor Control Commission

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## WalMart Expands in Omaha

WalMart's future include expansion in Nebraska markets. Plans currently include a Supercenter at 50th & Ames in addition to six Neighborhood Markets that will be located in Omaha, Bellevue and La Vista adding approximately 424,000 square feet of new retail space. The new locations join the 12 existing locations in the Omaha area. Existing locations include five Supercenters in Omaha along with one in Bellevue, Papillion, Gretna, Blair, Fremont and Nebraska City. WalMart has additional locations in Council Bluffs, Iowa.

WalMart's Neighborhood Market was developed

approximately 14 years ago and to date there are more than 160 across the nation. This format is new to Nebraska. The format is a smaller scale floor plan. The Neighborhood Markets are all slated to open in 2013 with four in Omaha at 90th & Lake, 168th & Harrison, 50th & L, and 132nd & Maple. Bellevue and LaVista are also future locations for the smaller format. The "Markets" employ about 90 associates each compared to a Supercenter that employs around 275 associates. Of the 210 to 235 locations to be added nationally in 2013, 80 to 100 will be small formats that are primarily Neighborhood Markets.

# Leading the Way

SAVE THE DATE!  
Annual Conference Scheduled for  
July 24 with Golf at Woodland Hills on July 25

## Nebraska Grocery Industry Association Annual Conference

Champion's Club (West of Memorial Stadium), July 24, 2012

### 8:00 a.m. Registration



**8:30 – 10:00 Crossing the Generational Divide by Preston Swincher.** This presentation is all about unlocking the power of generations for your strategic advantage! For the first time in world history, four distinctly different generations are working side by side. Each of these four generations (Matures, Baby Boomers, Generation X, and Gen Y) is guided by a different set of values, beliefs, and expectations. In *Crossing the Generational Divide*, Preston entertainingly reveals each generation's preferences and priorities to highlight what they bring to the workforce – and how to build on their common ground. Preston will share The Center's frontline-tested process which attendees can immediately rely on to lead a culture of cross-generation communication, innovation, engagement, teamwork, and performance. Filled with surprising statistics, step-by-step strategies, and laugh-out-loud stories, attendees leave this presentation prepared to give their multigenerational workforce a competitive advantage.

### 10:00 – 10:30 General Membership Meeting

**10:45 – 11:45 Integrated Marketing for Today & Tomorrow's Customers – Print, Web & Social Media by Francie Kinney.** Your marketing plan can no longer be centered solely on the print ad – it needs to include web and social media elements as well. Not sure how to weave these items together? Then this seminar is just for you! Francie will walk you through the upcoming Labor Day promotion so that you can see how to tie print, web and social media together to present a unified marketing solution. Complete with a take home worksheet, you will be able to apply this promotion in your store this fall. **Sponsored by Affiliated Foods Midwest**



### 11:45 – 12:15 Lunch

**12:15 – 1:15 Laws of Leadership by Ed Nix.** As a John Maxwell Certified Coach, Teacher and Speaker, Ed Nix will aid your personal and professional growth through study and practical application of Maxwell's proven leadership methods. Working together, he will move you and your team in the desired direction to reach your goals. As a confident leader who is highly motivating and enthusiastic Ed will bring a positive attitude and a high-energy level that creates excitement for personal and professional development. Leadership is the difference maker and the deal breaker. It's how we grow organizations. It's how we impact lives. But leadership cannot be an idea we simply talk about; leadership is the action we must live out. Everything rises and falls on leadership. Like them or not, they govern your personal and organizational effectiveness. Apply the laws and people will follow you. Violate or ignore them, and you will not be able to lead others. But here's the good news: every one of the laws can be learned.



**1:30 – 3:30 The 4 Disciplines of Execution Practice presented by Les Kaschner of the Franklin Covey Group.** Les joined Franklin Covey seven years ago as a Senior Consultant. His focus has been on the *4 Disciplines of Execution Practice*. As a leader, getting your people and teams to do the *right things* at the *right times* – the wildly important projects, tasks, and initiatives that ultimately matter most – remains an enormous challenge for organizations today. Franklin Covey has spent the last decade "cracking the code" on a simple formula for creating breakthrough results through flawless execution. This process helps everyone succeed in a world of too much to do and too little time. The 4 Disciplines of Execution Practice is about providing "hands on" work with extraordinary results from the executive level down to the department manager level of every grocery store. Over the years Les has worked with food distribution clients, large grocery chains and small independents. **Sponsored by Nash Finch.**



### 3:30 – 4:30 Tour of Memorial Stadium

**3:30 - Optional Store Visits** following Conference at 2 locations: Hy-Vee and Russ's Market. Store management is aware that you will be coming through at your leisure.

### Wednesday, July 25 -

8:00 Annual Sand "Bagger" Golf Outing at Woodland Hills, Lincoln, Nebraska.

For more information please contact the NGIA office via e-mail at [ksiefken@nebgrocery.com](mailto:ksiefken@nebgrocery.com) or call 402-423-5533

# Nebraska Grocery Industry Association 2012 Annual Conference & Golf Outing

July 24 – Champion's Club, Lincoln, NE  
July 25 – Woodland Hills Golf Club, Eagle, NE



## Registration Form

Company Name \_\_\_\_\_ Contact Person \_\_\_\_\_  
 Street Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone (\_\_\_\_) \_\_\_\_\_ Fax:(\_\_\_\_) \_\_\_\_\_ E-mail Address \_\_\_\_\_

Name (please print)	Full Registration: \$100 Includes every event except golf. \$110 after July 16	Golf Outing at Woodland Hills \$125 for members; \$225 non-members. Includes driving range, green fees, golf cart, beverages & lunch. You establish your foursome.	Total
<b>TOTAL</b>			

Please complete this form and

- a) Enclose payment, and remit to: **NGIA, 5935 South 56th Street, Suite B, Lincoln, NE 68516-3307** or
- b) Fax this form with Credit Card information to: **(402) 423-8686**
- c) E-Mail this form to [mkuca@nebgrocery.com](mailto:mkuca@nebgrocery.com) and follow up with a check

**We prefer payment via check (those darned interchange fees!),** but if you must use a credit card, please provide information requested below. **Payments made by credit card will include an additional 5% fee that we must pay to the credit card company.** Payments made via check or EFT will be for the amount of registration only

Credit Card Information:     MasterCard     Visa     Discover *(We don't take American Express!)*

Card # \_\_\_\_\_ Security Code \_\_\_\_\_ Exp. Date \_\_\_\_\_

Card Name \_\_\_\_\_ Signature \_\_\_\_\_

Please feel free to make copies of this form for additional registrations.

Attire: Casual

**For More Information Contact:**  
**Nebraska Grocery Industry Association**  
 5935 South 56<sup>th</sup> Street, Suite B, Lincoln, NE 68516-3307  
 Telephone (402) 423-5533    Toll Free (800) 433-6742    Fax (402) 423-8686  
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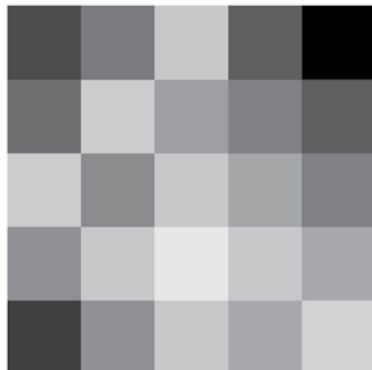
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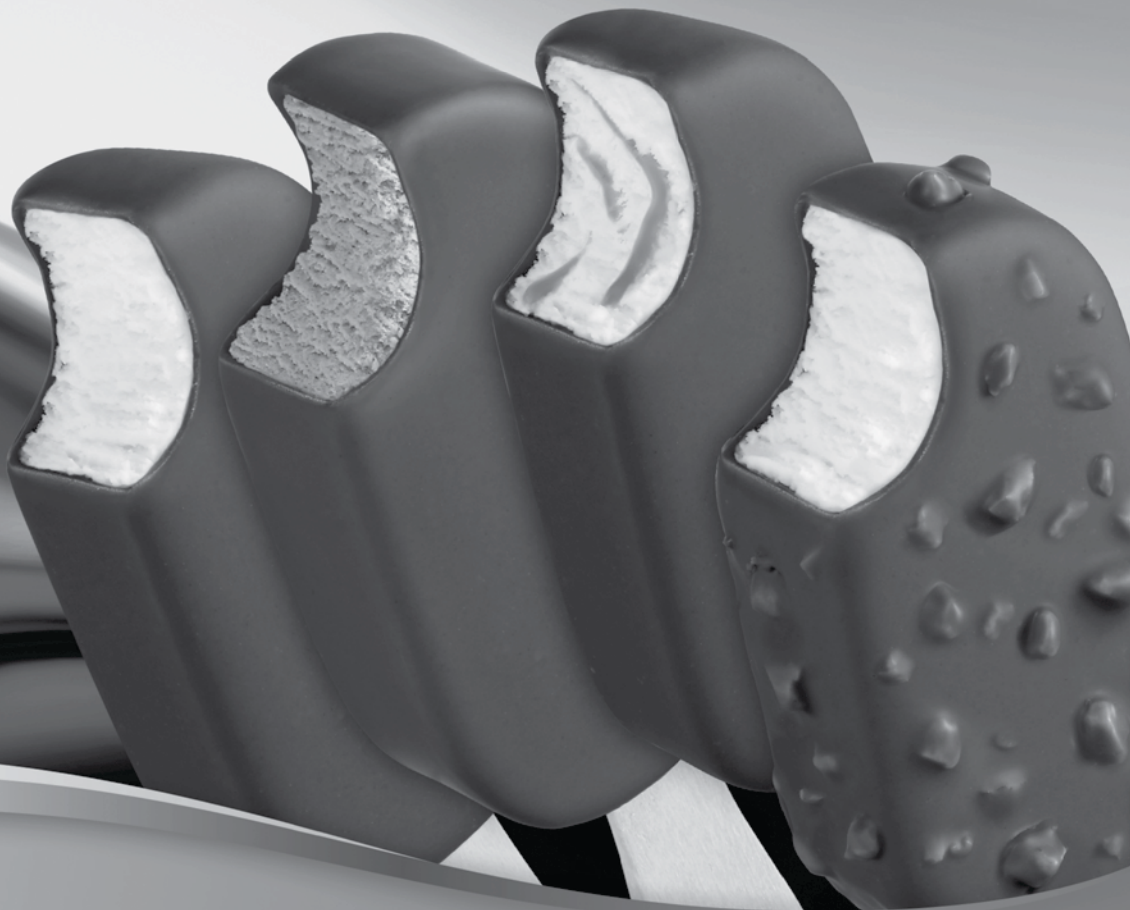
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# Top 10 Things You Should Do . . .



## When Filing Your Claim in the Unemployment Insurance System

- **Unemployment Insurance (UI) provides temporary financial assistance to qualified individuals who meet eligibility requirements of State law.**
- **The program is not a right to all who have lost their job.**
- **Keep these top ten key rules in mind when you are filing for UI benefits to ensure accurate and quick payment of benefits.**

**For help or information,  
log on to  
[www.dol.nebraska.gov](http://www.dol.nebraska.gov)  
or call 402-458-2500**

- 1. Accurately Report the Reason You Are Unemployed.**  
Accurately report your reason for separation when you initially file your claim for benefits.
- 2. Report Any Wages You Are Earning.**  
You must report your gross wages for each week you work, including part-time or temporary work.
- 3. Register with the Nebraska Department of Labor Employment Service.**  
You must register with the Nebraska Employment Service. Register online at <https://networks.nebraska.gov/>
- 4. Be Available for Work.**  
In order to collect benefits, you must verify that you are able, available and willing to accept suitable work.
- 5. Actively Search for Work.**  
You must actively search for work each week or benefits may be denied. You must record your work search contacts online weekly at [dol.nebraska.gov](http://dol.nebraska.gov).
- 6. Develop an Effective Work Search Plan.**  
The Nebraska Employment Service provides workshops to help with planning an effective work search.
- 7. Avoid Errors and Ensure Proper Payment of Benefits.**  
To prevent errors that may result in an overpayment, read all of the information provided to you. The Claimant Guide can be reviewed/printed at [www.dol.nebraska.gov/](http://www.dol.nebraska.gov/) or obtained from your local Career Center.
- 8. When You Begin Working Again, Report Your Return to Work.**  
As soon as you begin working, notify your state's UI office. Do not wait until you receive your first paycheck.
- 9. Follow the Rules to Prevent Yourself from Committing Fraud.**  
Anyone who collects UI benefits is legally responsible for following the rules. Failure to follow the rules can have serious consequences, such as cancellation of all remaining benefits.
- 10. Know Your Responsibilities and Ask for Help.**  
Navigating through the UI system can be confusing. If you have a question, your state UI office is here to help.

## From Farm to Store in 48 Hours – Dairy in Nebraska

In the early 1900s, nearly 40 percent of Americans lived on farms, and most food was locally grown and marketed. According to USDA, very few foods traveled more than a day to market. Local seasonality dictated consumption. That changed after World War II when transportation costs dropped and refrigeration improved, allowing perishable items such as meats and produce to be shipped across the world affordably.

Today, the public's desire for variety, convenience and nutrition has created a broad spectrum of foods unimaginable a decade ago.

In recent years, interest in local foods has been the trend as consumers and producers have become literally and figuratively closer together. Indeed, "local" is now part of the national lexicon, and many retailers are promoting products that have been grown or made within a certain radius of their stores.

Consumers often associate locally sourced foods with products like fruits and vegetables that are grown in nearby communities or states. The demand for locally raised proteins, including beef, pork and seafood, also dovetails into the burgeoning interest in naturally and sustainably produced foods.

But where, exactly, does dairy fit into the local food movement? Are most consumers in Nebraska and other parts of the country aware that the milk they buy at the supermarket is typically produced locally and, for that matter, has been locally sourced for generations?

The answer to that question, according to some, is "no" – or at least not yet. "A lot of times, people don't give it a second thought at the store. They

don't necessarily realize how it gets there, especially with fluid milk," says Lowell Mueller, a fifth-generation dairy farmer from Hooper, Nebraska, about 45 miles from Omaha.

To Mueller's point, how milk and other dairy products get to the supermarket is often a very short trip. "For the most part, fluid milk travels from the farm to the processing plant and then to retail stores in about 48 hours," he points out.

### Nebraska dairy at a glance

Milk in the Midwest is a local product. While there are dairy farms in all 50 states, the Midwest is home to more than 9,500.

*"For the most part, fluid milk travels from the farm to the processing plant and then to retail stores in about 48 hours."*

Lowell Mueller,  
fifth generation dairy farmer  
Hooper, Nebraska



Nebraska's dairy industry is an important part of the state's strong agricultural economy. According to the Midwest Dairy Association, in Nebraska there are 245 licensed dairy herds. Nebraska dairy farms produce 138 million gallons of milk, generating \$248 million in milk sales annually. Nebraska has eight plants that process one or more dairy products. And across the U.S., 98 percent of dairy farms, like Mueller's, are family owned and often multigenerational.

Mueller, whose Vi-View Farm has a herd of about 200 cows that supply milk primarily to Roberts Dairy in Omaha, has taken an active role informing

Nebraskans about local dairy production. He has regularly invited retailers, including dairy department employees, on tours of his dairy farm to help them be more knowledgeable about where the fluid milk and other dairy products in their stores comes from.



Nutritious feed, comfortable living conditions and access to fresh water are just a few ways dairy farmers produce high-quality milk.

"Teaching those involved in the retail arena about dairy is a priority," says Cindy Sorensen, vice president of strategic information and relationship management for Midwest Dairy Association.

"Dairy is a great opportunity for retailers because it accounts for 20 percent of the store profits, so it's important they really understand the road milk takes from farm to table," she says. "Unfortunately, there's a lot of misinformation out there, but retailers can do a lot of good if armed with the right information."

For Mueller and other Nebraska dairy farmers, interest in locally produced foods and beverages has made his family's livelihood and legacy come full circle in a way. "I think consumers want something local and they want something fresh. We can do that with milk – it can get from the cow to the dairy plant to the grocery store within 48 hours, plus it's a powerhouse of nutrients. What other beverage can do that?"

---

**For more information visit Midwest Dairy:**  
[www.midwestdairy.com](http://www.midwestdairy.com)

**Dairy farm tours** can be arranged by contacting:  
 Gregg Fogleman at [gfogleman@midwestdairy.com](mailto:gfogleman@midwestdairy.com).

## Got Milk Questions?

### Does pasteurization affect milk quality?

No scientific evidence shows any meaningful difference between the nutritional values of pasteurized and unpasteurized (raw) milk. In addition, vitamin D, which is not found in significant amounts in raw milk, is added to pasteurized milk, making it an even more nutritious product. It is important to understand that pasteurizing milk does not cause lactose intolerance or allergic reactions. Both raw milk and pasteurized milk can cause allergic reactions in people sensitive to milk proteins.

### Are there antibiotics in milk that reaches the food supply?

All milk – both regular and organic – is tested for antibiotics. During 2010, nearly four million tests were conducted on milk samples to detect antibiotic or other drug residues with less than 0.03 percent positive, and, in accordance with government regulations, any milk testing positive for antibiotics cannot be sold to the public.

### Are hormones added to milk?

No. Hormones are naturally present in foods of plant and animal origin, including milk. Some farmers choose to supplement some of their cows with recombinant bovine somatotropin (rbST) to increase milk production, but science shows that there is no effect on levels in the milk itself.

### Do dairy farmers care about their animals?

Dairy farmers are dedicated to producing high-quality milk, and that begins with taking good care of their cows. Dairy farmers work closely with veterinarians and professional nutritionists to keep their cows healthy and well-nourished. Nutritious diets, healthy living conditions, and good veterinary care are all essential when it comes to producing safe, wholesome, nutritious milk.

**Nebraska Grocery Industry Association  
2012 Calendar of Events**

**July 24:**

**NGIA Annual Conference at Champion's Club in Lincoln**

**July 25:**

**NGIA Sand Bagger Golf Outing at Woodland Hills**

**Aug. 15-16:**

**Nash Finch Fall Trade Show in Minneapolis**

**Aug. 22:**

**AWG Trade Show in Kansas City**

**Sept. 21-22:**

**Affiliated Foods Midwest Fall Trade Show in Omaha**

**Aug. 30:**

**AWG Trade Show-Springfield, Hilton in Branson**

**Sept. 21:**

**Tobacco & Candy Golf Outing  
Eagle Hills Golf, Papillion; 9:00 am shotgun**

**Jan 24, 2013**

**Legislative Dinner, Cornhusker Hotel, Lincoln**



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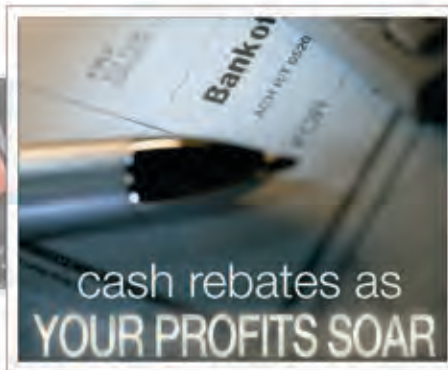
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