The background of the cover is a high-quality photograph of various fresh vegetables. In the upper right, there is a large head of green leafy lettuce. To its left is a whole yellow onion. Below the onion and lettuce, there are several dark purple eggplants, two bright red chili peppers, and a green bell pepper. In the foreground, there is a bunch of fresh green asparagus spears and several bright red cherry tomatoes on their vine.

# The Voice

of the Nebraska Grocery Industry  
March/April 2015

# coupon redemption in the digital age

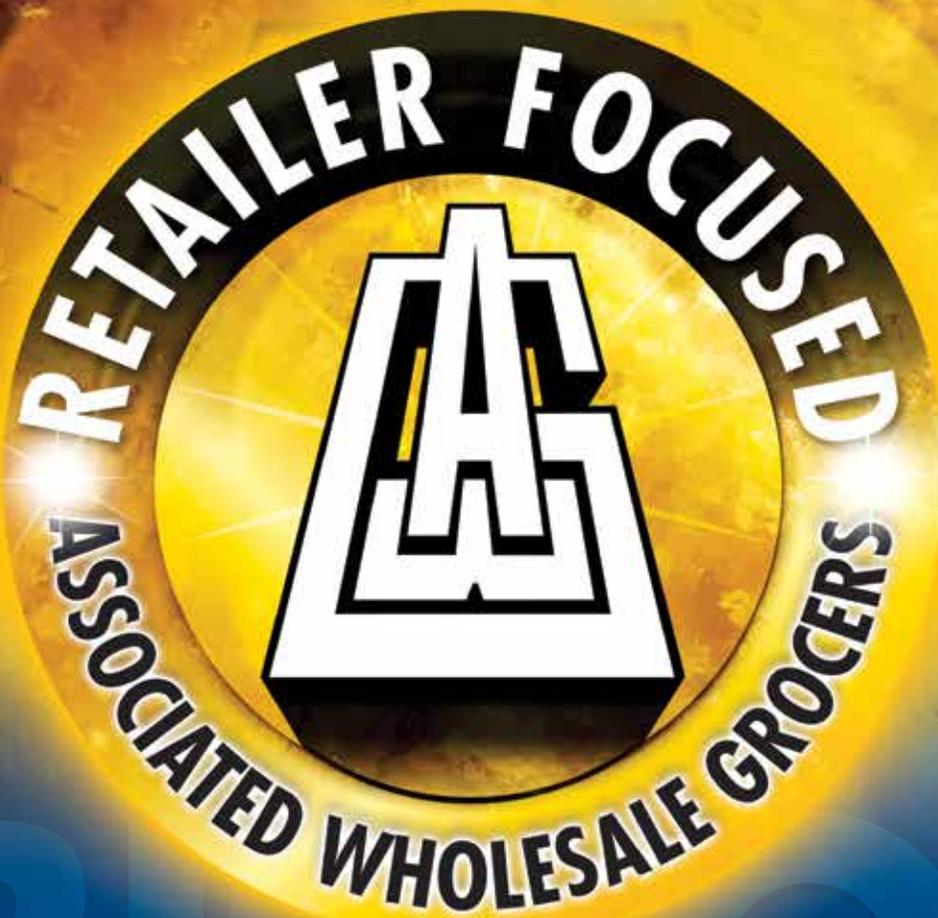
seamless redemption for  
**digital, electronic & paper coupons**



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](http://WWW.AWGINC.COM)

# C O N T E N T S

## features & departments

- 3 | Nebraska Food News... People...  
Places... Things...
- 4 | Executive Director's Corner
- 6 | FMI Connect
- 10 | Rural Energy for America Program
- 13 | Nebraska Farmers' Market Online  
Database
- 18 | An Interesting Look at Who Pays for  
the U.S. Government
- 24 | Important Notices from Nebraska  
Liquor Control Commission
- 24 | NGIA 2015 Calendar of Events

## advertisers

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

**Tom Ryks**  
Smart Chicken

**Ted Stessman**  
Farner Bocken

Owned and Published by:

**Nebraska Grocery Industry Association, Inc.**

5935 South 56<sup>th</sup> Street, Suite B, Lincoln, Nebraska 68516-3301

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

E-mail: [ksiefken@nebgrocery.com](mailto: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.*

# 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.*

The 18 B&R Stores raised over \$12,000 in 2014 during their forget-me-not campaign for Alzheimer's Association.

Gragert's Market in Albion closed in February after being in business for more than 52 years. The original store opened in 1962. Dan and Susan Gragert purchased the store in 1989.

Fresh Thyme Farmers Market plans to open a store on the northeast corner of 52nd and O streets in 2015. Colein Whicher, a spokeswoman for the Phoenix-based grocery chain, said the 29,000-square-foot store will open in either late 2015 or early 2016 based on speed of construction.

Russ's Market located at East Park Plaza in Lincoln will double the square footage of its store over the next year. B&R Stores, parent company of Russ's market, will take over the space directly north of the current store, which previously housed a CVS Pharmacy. The project will enlarge the store from 25,500-square-feet to more than 46,000-square-feet.

ALDI opened its second store in Lincoln on 84th and O Street in December. The first store opened at 27th and Yankee Hill Road in September.

Affiliated Foods Midwest was ranked 34th among the top 100 co-ops in the U.S. in 2013 by the National Cooperative Bank. The NCB Co-op 100 list ranks the top co-ops in the country based on revenue. Affiliated is the only nonagricultural related Nebraska co-op on the list.

Larry Temme of Rae Valley Market in Petersburg received an award for Exceptional Frontline Customer Service for going above and beyond the call of duty in pleasing his customers. The Nebraska Tourism Industry awarded Larry a plaque for his efforts to make visitors to the community feel welcome and valued.

The No Frills at 820 N Saddle Creek Road in Omaha is the latest SpartanNash store set for remodeling work. Bag 'N Save and No Frills wholesaler, SpartanNash, said in February that it would remodel six of its Omaha-area stores. Other stores with updates are No Frills at 1221 S. 203rd St., Bag 'N Save at 50th and Grover Streets, and No Frills in Papillion.

No Frills Supermarket at 909 Fort Crook Road closed March 21.

The Alliance City Council held a special session to consider the rezoning of a block to allow Grocery Kart to

expand their size, and thus their variety of selections. The Grocery Kart has continued to upgrade the store since it opened in the 1980's.

The Skagway stores in Grand Island have announced that they will be closing on May 15 after being in the community for 75 years. Over that time Skagway established an enviable record for customer loyalty while providing jobs for thousands of local residents.

B&R Stores of Lincoln has said that construction is underway on an expansion of its Super Saver store in Grand Island. The company said the store will add a pharmacy and a separate spirits department. The expansion project is expected to be completed by the end of May.

Hy-Vee Mainstreet in Lincoln closed the first of February. Its employees were relocated across the company's five remaining local stores. The store first opened in May 1983, and in Nov. 2008, it was downsized and became the Hy-Vee Hearland Pantry. The store's name was later changed in August 2011 to Hy-Vee Mainstreet.

The Davenport community met in February to weigh options for opening a grocery store for the village. The previous market closed last November. The group plans to base the new store off of several Kansas State rural grocery initiative business models: co-op, community owned, independently owned or school run.

P&D Market in Litchfield celebrated their one year anniversary the end of February. Peggy Lewandowski and Dennis Unick saw an open door where one would soon close. They purchased the former Max's Market and are enjoying meeting and making friends as they provide a need for the community.

Allen and Velma Ewoldt of Ewoldt's Grocery, Thedford, took over the management of Main Street Market in Stapleton in March. Gen Hardy of Stapleton will be the store manager. Allen said one of the biggest changes would be Shurfine products and lower prices. By combining products from the two stores, shoppers will benefit not only lower prices, but a larger variety of stocked items.

McKinney's Food Center has sold the pharmacy portion of its business to U Save Pharmacy Inc. Increasingly complex government regulations prompted owner Bob McKinney to make the change in the best interest of his customers as well as his business. The pharmacy had been part of the Gretna store since it opened in 1997.

# Executive Director's Corner



By Kathy Siefken

Discussion regarding term limits is taking place again. Legislative Resolution 7CA was introduced during the current legislative session by Columbus Senator Paul Schumacher. The original bill called for extending term limits from the current two consecutive four-year terms to an amended version of three four-year terms.

The sentiment is that running for election three times, as opposed to two, requires senators to be more responsive to their constituents and that adding one more four-year term helps senators to be more effective advocates for their districts. Ogallala Senator Ken Schilz commented during floor debate that "I have been here for six years now. I'm still learning things almost every day about how this body functions, how best to work and strategize," he said. "Is four or eight years long enough to give your constituents the most effective tool that they can have in this Legislature?"

And therein lies the real problem. As one of the "special interest lobbyists" that works to protect small businesses in Nebraska – namely, members of the food industry – I can tell you that Nebraska State Senators are interested in making Nebraska a better place to live, work, play and retire! Not everyone agrees in how to accomplish that, and as a result debate of various issues takes place. Senators don't serve because of the pay – they receive a lousy \$12,000 per year for their efforts. We hear time and time again, as we get to know individual senators that they serve so they can give back to their communities. They serve to make "Nebraska The Good Life" that we all strive for.

While term limits have been supported by Nebraska voters, the ones who are really beating the drum and whipping everyone into a frenzy are out-of-state organizations with out-of-state money. The latest volley comes from "US Term Limits"

who lists its address as Washington, DC and who sends flyers to Nebraska voters with a return address in Florida. They depict honest, hard-working senators who are doing their best to make a better Nebraska, as people who are self-serving and unknowledgeable. In reality we have seen the dysfunction in Washington, DC, not in Nebraska. We don't want to see that dysfunction here.

Nebraskans don't think like individuals who reside in Washington. We tend to have a more common sense approach here – and we actually do cross party lines. Nebraska State Senators actually vote based on the issue, not on the political party that brought the issue forward. OK – once in a while our Senators don't get it right, but more often than not they do get it.

Maybe it's time Nebraskans voted the way Nebraskans typically think – with common sense and an urgency to get things done in an efficient way. Before you believe what is printed on those flyers – take a look at who is sending the message. Just because it is in print, doesn't mean it's true and it doesn't mean that the writers have Nebraskan's best interests at the forefront. Our Nebraska State Senators do have their constituent's best interests at heart.

On another issue, Senator Laura Ebke of Crete introduced, and Senator John Keuhn of Heartwell prioritized, LB 599. This is a bill that would allow retailers to pay \$8 per hour, or 85% of the federal minimum wage whichever is higher, to high school students who are 18 years of age or younger if they have no dependents. This is a group of young student workers who come to our industry for entry level jobs. These youths are not allowed to perform the same duties as other employees as a result of Federal Child Labor Laws. The bill is on General File and is awaiting floor debate. For more information on this issue, please watch your email for updates where we will provide a list of "How They Voted". We encourage you to contact your state senator to discuss the importance of this issue to your business.

Until Next Time ...

A handwritten signature in black ink that reads "Kathy".



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**





June 8 - 11, 2015  
McCormick Place (South Hall)  
Chicago, IL USA



**TENTATIVE SCHEDULE OF EVENTS**  
Please visit [www.FMIConnect.net](http://www.FMIConnect.net) for updates.

**MONDAY, JUNE 8**

7:00 am - 5:00 pm	<b>Registration Open</b>
7:30 am - 8:30 am	<b>CBX Continental Breakfast and Coffee</b>
8:00 am - 5:00 pm	<b>Connect Business Exchange (CBX) Open</b>
9:30 am - 10:30 am	<b>FMI Connect - Meet the Retailer Presentation - Kroger</b> <i>(Open to Exhibitors Only)</i>
11:00 am - 12:00 pm	<b>FMI Connect - Meet the Retailer Presentation - Hy-Vee</b> <i>(Open to Exhibitors Only)</i>
11:30 am - 3:30 pm	<b>Store Tours</b> <i>(separate registration required)</i>
1:45 am - 2:45 pm	<b>Meet the Retailer Presentation - New Albertson's</b> <i>(Open to Exhibitors Only)</i>
4:00 pm - 5:00 pm	<b>Meet the Retailer Presentation - TBD</b>
7:30 pm - 9:30pm	<b>Independent Operators Dutch Treat Dinner</b>

**TUESDAY, JUNE 9**

7:00 am - 9:30 am	<b>Connect Business Exchange (CBX) One-to-One Meetings</b>
8:00 am - 10:00 am	<b>Education Workshops</b>
10:00 am - 11:00 am	<b>Keynote Session &amp; Expo Ribbon Cutting</b>
11:00 am - 4:00 pm	<b>Expo Floor Open</b>
11:30 am - 4:00pm	<b>Learning Lounges Education and Presentations</b>
11:30 am - 2:00 pm	<b>FMI Bistro Open</b> <i>(ticket purchased required)</i>
	Tickets available for purchase with registration or onsite
11:30 am - 3:30 pm	<b>Connect Business Exchange (CBX) One-to-One Meetings</b>
	Meetings can be scheduled in exhibitor booths from 11:30 am to 3:30 pm.
12:00 pm - 1:00 pm	<b>Next Generation Category Management - Meet and Learn Area</b>
1:15 pm - 2:15 pm	<b>Italian Imports - New Insights &amp; Products - Meet and Learn Area</b>
2:45 pm - 3:45 pm	<b>Topic TBD - Meet and Learn Area</b>
3:30 pm - 5:00 pm	<b>Expo Floor Receptions</b>
	• Private Brands Pavilion
	• Health & Wellness Pavilion
	• Technology Pavilion
	• Fresh Pavilion
	• Food Safety Pavilion
4:00 pm - 5:00 pm	<b>International Reception</b>
5:30 pm - 8:00 pm	<b>Opening Reception with Future Leaders @ Chicago Sports Museum</b>

**WEDNESDAY, JUNE 10**

7:00 am - 9:30 am	<b>Connect Business Exchange (CBX) One-to-One Meetings</b>
8:00 am - 9:30 am	<b>Education Workshops</b>
9:30 am - 11:00 am	<b>Keynote Session</b>
11:00 am - 4:00 pm	<b>Expo Floor Open</b>
11:15 am - 4:30 pm	<b>Learning Lounges Education and Presentations</b>
11:15 am - 3:45 pm	<b>Supermarket Chef Showdown - Recipes Competition</b>
11:30 am - 2:00 pm	<b>FMI Connect - FMI Bistro Open</b> <i>(ticket required)</i>
	Tickets available for purchase with registration or onsite
11:30 am - 3:30 pm	<b>Connect Business Exchange (CBX) One-to-One Meetings</b>
	Meetings can be scheduled in exhibitor booths from 11:30am to 3:30 pm.
12:00 pm - 1:00 pm	<b>Home Care &amp; Pet Care - Meet and Learn</b>
2:30 pm - 3:30 pm	<b>Topic TBD - Meet and Learn Area</b>
7:00 pm - 10:00 pm	<b>FMI Connect Celebration Event at Eataly</b> Hosted by: FMI and Italian Trade Agency

**THURSDAY, JUNE 11**

8:00 am - 9:00 am	<b>Education Workshops</b>
9:00 am - 10:00 am	<b>Keynote Session</b>
10:00 am - 2:00 pm	<b>Expo Floor Open</b>
10:15 am - 2:00 pm	<b>Learning Lounges Education and Presentations</b>
10:15 am - 11:00 am	<b>Supermarket Chef Showdown Winners Announced</b>
10:30 am - 11:00 am	<b>Center Store Innovation - Meet and Learn Area</b>
11:30 am - 2:00 pm	<b>FMI Bistro Open</b> <i>(ticket required)</i>
	Tickets available for purchase with registration or onsite
12:00 pm - 1:00 pm	<b>GM/HBC - Meet and Learn Area</b>
2:00 pm - 5:00 pm	<b>Store Tours</b> <i>(separate registration required)</i>
2:00 pm - 4:00 pm	<b>Education Workshops</b>



June 8 – 11, 2015  
McCormick Place (South Hall)  
Chicago, IL USA

# INDIVIDUAL REGISTRATION FORM

Save when you register by May 1, 2015!



## 4 EASY WAYS TO REGISTER!

**WEB:** [www.fmiconnect.net](http://www.fmiconnect.net)  
**EMAIL:** [fmi@compusystems.com](mailto:fmi@compusystems.com)  
**FAX:** 708.344.4444  
**MAIL:** Food Marketing Institute, P.O. Box 6271  
Broadview, IL 60155-6271

Please type or print all sections legibly, using one form per attendee, or register online at [www.fmiconnect.net](http://www.fmiconnect.net). Forms received without payment will not be processed.

### A. BADGE INFORMATION

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_  MR.  MRS.  MS.

JOB TITLE \_\_\_\_\_

COMPANY NAME (no acronyms please) \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_ COUNTRY \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_

BUSINESS PHONE (include country & city/area codes) \_\_\_\_\_ MOBILE \_\_\_\_\_

ATTENDEE EMAIL \_\_\_\_\_ CONFIRMATION EMAIL (if different from attendee) \_\_\_\_\_

### C. REGISTRATION FEES & PACKAGES

Tradeshow and education rates are determined by industry sector and your company's membership status with FMI. For membership inquiries, please contact [membership@fmi.org](mailto:membership@fmi.org).

#### FULL-ACCESS RATES

(includes expo & education)

Domestic and International

	May 1, 2015	After May 1, 2015
FMI Retailer/Wholesaler Members	○\$375	○\$450
Retailer/Wholesaler - Non Members	○\$375	○\$450
10+ Group Discount Program*	○\$275	○\$350
FMI Associate Members	○\$625	○\$775
Exhibitor (exceeding comp allotments)	○\$375	○\$425
Non Member (non-retailers)	○\$825	○\$975

\*10+ Group Discount Program rates are only eligible to Retailers/Wholesalers and International Groups of 10 or more, already enrolled in the Group Assistance Program. See below for further details.

#### TRADE SHOW ONLY RATES

Domestic and International Rates

	Before May 1, 2015	After May 1, 2015
FMI Retailer/Wholesaler Members	○\$50	○\$75
Retailer/Wholesaler - Non Members	○\$50	○\$75
FMI Associate Members	○\$300	○\$400
Exhibitor (exceeding comp allotments)	○\$50	○\$75
Non Member	○\$500	○\$600

### D. EVENTS (not included with the education package)

#### STORE TOURS • \$150

Due to limited space please register early.

○ Monday, June 8 • 11:30 AM - 3:30 PM (visit large retailer)  
○ Monday, June 8 • 11:30 AM - 3:30 PM (visit Independent Operator)  
○ Thursday, June 11 • 2:00 PM - 5:00 PM

#### FMI BISTRO - NEW! ENJOY A BUFFET LUNCH WITH TABLE WAITERS IN THE PREMIERE FMI BISTRO WITH THE FMI EXPO

○ Tuesday, June 9 • 11:30 AM - 2:00 PM • \$26  
○ Wednesday, June 10 • 11:30 AM - 2:00 PM • \$26  
○ Thursday, June 11 • 11:30 AM - 2:00 PM • \$26  
○ Reserve a full table (20 tickets per day) • \$3,000

#### OTHER EVENTS (RETAILER/WHOLESALE ONLY) • FREE

○ Opening Reception • Chicago Sports Museum, June 9th  
○ Industry Celebration • Eatly, June 10th

### B. DEMOGRAPHIC INFORMATION

Please help us collect accurate attendee demographics by answering the following questions. This information is required in order to process your registration. \*signifies required fields

#### 1. ARE YOU A FIRST TIME ATTENDEE?\*

Yes  No

#### 2. WHAT IS YOUR PRIMARY JOB FUNCTION?\*

- Accounting/Finance
- Asset Protection
- Buyer/Purchasing Category Manager
- Energy/Maintenance
- Engineering
- Food Safety/Quality Control
- Human Resources/Training
- Management
- Owner, President and CEO's
- Pharmacy/Health and Wellness/Nutrition
- Plant/Facility Manager
- Private Brands
- Production/Manufacturing
- Research & Development
- Retail Store Operations
- Sales/Marketing/Merchandising
- Store Development
- Supply Chain/Distribution
- Other: \_\_\_\_\_

#### 3. WHAT IS YOUR INDUSTRY SECTOR?\*

- Academic
- Broker/Sales Agency
- Industry Service Provider
- Manufacturer/Supplier
- Spouse/Guest
- Retailer
- Club Store
- Convenience/Drug Store Operator
- Discount Store
- Foodservice Distributor
- Foodservice Operator
- Independent Operator
- Mass Merchant/Supercenter
- Online Retailer
- Supermarket Chain
- Other:
- Supermarket Wholesaler
- Association/Non-Profit
- Importer/Exporter
- Marketer
- Student
- Public Warehousing
- Foodservice Manufacturer
- Specialty Distributor

#### 4. WHAT ARE YOUR AREAS OF INTEREST?\*

- Asset Protection
- Dry Grocery
- Floral
- Frozen
- Management/Strategy
- Financial Executives/Accounting
- Private Brands
- Sale, Marketing and Merchandising
- Supply Chain/Transportation/Logistics
- Training/Development
- Beverage
- Energy/Maintenance
- Fresh Foods
- Bakery
- Deli/Foodservice
- Meat
- Produce
- Seafood
- Health and Wellness
- Pharmacy
- Nutrition/Dietitian
- Category Management
- Food Safety
- Retail/Store Operations
- Store Development/Equipment
- Technology/IT
- Other: \_\_\_\_\_

#### 5. DO YOU WANT TO RECEIVE FMI DAILY LEAD, A DAILY NEWS BRIEFING ON TOP STORIES IN FOOD RETAILING VIA EMAIL?\*

Yes  No

#### 6. DO YOU PLAN ON PARTICIPATING IN THE CONNECT BUSINESS EXCHANGE(CBX); A COMPLIMENTARY PROGRAM ALLOWING FOR SCHEDULED 1-ON-1 MEETINGS? (RETAILER/WHOLESALE ONLY)\*

Yes  No  Not Sure

### E. PAYMENT INFORMATION (Registration CANNOT be processed without payment)

#### ENCLOSED IS MY:

Check for \$ \_\_\_\_\_ (U.S. funds drawn on a U.S. bank)

Payable to Food Marketing Institute  
Payments made by check must be payable to Food Marketing Institute (reference 3600-005-0301 on the check) and mailed to P.O. Box 6271, Broadview, IL 60155-6271

Open charge \$ \_\_\_\_\_ to my:

Visa  MasterCard  American Express

CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

CARDHOLDER NAME (please print) \_\_\_\_\_ CARDHOLDER'S SIGNATURE (required for all cc payments) \_\_\_\_\_

### F. INSTRUCTIONS & POLICIES

#### INSTRUCTIONS

- If you have any questions or need assistance with registration, call +1 708.344.1639 or email [fmi@compusystems.com](mailto:fmi@compusystems.com).
- All registrations will be confirmed within 72 hours as long as an email address or fax number is provided, all registration information is complete and payment is received.
- Forms received after May 1, 2015 will automatically be charged the standard registration rate.
- A parent/guardian must accompany infants or children under the age of 18 on the exhibit floor. A signed waiver is required and can be obtained onsite at the FMI Connect registration desk.

#### CANCELLATIONS/SUBSTITUTIONS

To receive a refund for payment of registration fees, written notification must be received by email to [register@fmi.org](mailto:register@fmi.org), no later than April 25, 2015. All cancellations will be subject to a \$25 processing fee. Registrations received after April 25, 2015 are non-refundable, but substitutions will be allowed.

#### SPECIAL ASSISTANCE

FMI is committed to assisting persons with disabilities. Please contact FMI's Convention Department in advance at +1 202.220.0844 for more information.

#### 10+ GROUP DISCOUNT PROGRAM

- Group rates are only eligible to Retailers/Wholesalers and International Groups of 10 or more, already enrolled in the 10+ Group Discount Program
- Group Participant Fee entitles entrance to all exhibits and FMI education sessions.
- Contact: Valencia Covington at [vcovington@fmi.org](mailto:vcovington@fmi.org) or 1-202-220-0662 to enroll a group and/or confirm your source code

EARLY BIRD DEADLINE: May 1, 2015 | WWW.FMICONNECT.NET | FAX TO 708.344.4444



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](mailto:brandon.bell@owh.com)

A black and white photograph of pork chops cooking on a grill. The grill grates are visible, and the meat is sizzling. The background is dark and out of focus.

## OFFICIAL MEAT OF FOOTBALL SEASON.

The logo for the Nebraska Pork Producers Association, featuring a silhouette of a pig's head and the text 'NEBRASKA PORK PRODUCERS ASSOCIATION'.

The Other White Meat®

Don't be blah.®

**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](http://www.beefu.org)



# 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**

# Rural Energy for America Program (REAP)

## Committed to the Future Of Rural Communities

USDA Rural Development works each day to help increase economic opportunities and to improve the quality of life for rural Nebraskans. Rural Development programs assist individuals and families in finding affordable homes and apartments in which to live; help businesses to create economic opportunities and jobs for workers; and allow communities to build essential infrastructure and buildings to offer valuable services to local citizens. Rural Development is making a positive difference in America, ensuring rural communities are a healthy, safe, and prosperous place to live and work.

USDA Rural Development State Office, Joan Scheel, Business Programs Director, Federal Building Suite 308, 100 Centennial Mall North, Lincoln, NE 68508-3859 Phone: (402) 437-5594; Toll Free: (800) 670-6553; TDY: (402) 437-5093; Fax: (402) 437-5408; [www.rurdev.usda.gov/ne](http://www.rurdev.usda.gov/ne)

## What is the purpose of REAP?

REAP is designed to increase energy efficiencies and stimulate the development of renewable energy systems in rural America.

## Who is eligible?

- Agricultural producers (Must be actively engaged in ag production & 50% or more of gross income must be derived from ag products)
- Rural small businesses (Majority of income generated in rural area & meets Small Business Size standards found at: <http://www.sba.gov/content/table-smallbusiness-size-standards/> (Eligible for Energy Audit/Renewable Energy Development Assistance program ONLY)
- Units of State, Tribal or local government Including: instrumentalities, resource conservation and development councils (RC&D's) and water districts.

- Land-grant college, universities, or institutions of higher education
- Rural electric cooperatives
- Public power entities

## How may the funds be used?

- Installing renewable energy systems.
- Making energy efficiency improvements within the business operation.
- Completing energy audits and providing renewable energy development assistance.
- Residential uses are not eligible.

## Available funding and terms?

### REAP Facility Financing

- Grant and guaranteed loan funds are available.
- Maximum guaranteed loan is \$25,000,000 and minimum is \$5,000.
- Loan guarantees are up to 85 percent.
- Grants are up to 25 percent of the eligible costs.
- Renewable energy grants may be for \$2,500 minimum and \$500,000 maximum.
- Energy efficiency grants may be for \$1,500 minimum and \$250,000 maximum.

### REAP Energy Audit/Renewable Energy Development Assistance

- Grants up to \$100,000.
- Energy audit requests require ultimate recipient to pay 25 percent of audit cost.

## Renewable energy funds can be used for?

- Anaerobic Digesters - Converting livestock wastes into methane based renewable energy. Farmers and ranchers looking to control odor or expand their livestock operations may wish to explore this option.
- Biomass/Bioenergy - Converting corn to

ethanol, soybeans to biodiesel, wood chips, stover or corn into energy for heat.

- Solar panels - Install solar panels to heat green houses or other facilities, or generate energy for sale. Solar PV and solar thermal applications are eligible.
- Wind turbines - Utilizing wind resources by installing turbines, both small and large, provide opportunities for on farm or commercial scale applications.
- Geothermal - Tapping into the earth's geothermal resources provides opportunities for businesses to obtain cost effective renewable energy.
- Hydrogen - Hydrogen powered electric generation has potential.

**Energy efficiency improvement funds can be used for?**

Energy efficiency applications may be submitted for a variety of projects. An energy audit is required in order to show energy savings.

Examples of project uses include:

- Replace lighting or refrigeration systems in commercial buildings.
- Install HVAC equipment.
- Retrofitting.
- Replacement of inefficient windows and doors.
- Adding insulation.
- Conversion of irrigation systems to more efficient units including: new pumps, motors, gear heads or converting from gravity flow to low pressure pivots or to sub-surface drip irrigation.
- Energy efficiency improvements to grain dryers or shop buildings.

\*Funding only applies to similar size facilities and equipment only, not expanded capacity.

**Energy audit/rural energy development assistance funds may be used for?**

- Conducting and promoting energy audits.

- Conducting and promoting renewable energy development assistance.

**How do I apply?**

Contact your local Rural Development office to discuss your eligibility as an applicant, the project's eligibility, and to receive an application packet.

- A technical report is required and is an important component of each REAP facility financing application. Work closely with your system installer or contractor to complete the technical report in detail.
- Submit your application as early as possible to your local Rural Development office so the environmental assessment and a review of your application for completeness can be completed. We will advise you if anything is missing.
- Once a complete application has been submitted to Rural Development, you may commission your project with no funding guarantee.

Applications are accepted at any time. A Notice of Funds Availability will be published in the Federal Register with funding cycle information. Deadlines will be posted to our web site.

Application templates are available from the Energy links on our web site at:  
<http://www.rurdev.usda.gov/NEBusinessProgramsRuralEnergyforAmericaProgram.htm>

View Rural Development's National Office web site for additional tools:  
<http://www.rurdev.usda.gov/Energy.html>

**Scottsbluff Area Office—Marla Marx**

(308) 632-2195 Ext. 1132

**Kearney Area Office—Kelley Messenger**

(308) 237-3118 Ext. 1120

**Norfolk Area Office—Bill Sheppard**

(402) 371-5350 Ext. 1004



## 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.

# Nebraska Farmers' Market Online Database

There's nothing that tastes better than produce freshly picked from the garden. The taste of recently husked sweet corn, the smell of plump strawberries, and the tenderness of juicy tomatoes are some of the most popular products found in Nebraska. And now, there's a new way for grocers to gain access to where fresh produce can be found.

The Nebraska Department of Agriculture (NDA) is pleased to announce the rollout of a brand new Farmers' Market Online Database to help consumers and grocers locate Nebraska-grown produce. This new online, interactive database is designed to make it easier for consumers and grocers to find local produce and at the same time create more market opportunities for Nebraska produce vendors. Increasing profitability for all types and sizes of farms aids in creating robust communities, which is becoming increasingly important in small-town Nebraska.

To create a thorough database, NDA merged its existing farmers' market and producer profile information into this new system. It consists of 83 farmers' markets and over 700 produce growers. The markets are searchable by market name, city, or county. Each market lists the market manager's name and contact information

and who sells at the market. Individual produce grower search fields include market name, company name, city, or county so you can find where the grower sells their produce and where they are located. Each producer profile lists the grower's name, address, city, state, zip code, county, phone, and (if available) fax, e-mail, web site, outlets through which produce is sold (including the names and locations of farmers' markets and/or roadside stands), and products sold.

To make this a reliable database, produce growers have full control of their profile information and are responsible for updating their profile on an annual basis. Farmers' market information also is updated every season.

To access the database, go to <http://ne.gov/go/neproduce>. NDA encourages you to access this site often to find local markets, growers, and produce availability. For more information or if you have questions regarding this new system, please contact NDA at [casey.foster@nebraska.gov](mailto:casey.foster@nebraska.gov) or (800) 422-6692.

Discover for yourself the quality of Nebraska's produce grown right here in our state's fertile soils so your consumers can enjoy the taste of Nebraska's fresh produce.

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

For recipes visit [velveeta.com](http://velveeta.com)

© 2014 Kraft Foods

Famous Queso Dip

Ultimate Nachos

**"SWAGGER, NOT STAGGER."**  
 - TONY SINCLAIR

READY To Tanqueray?  
 ALWAYS IN MODERATION  
 TANQUERAY.COM

THE **BRENNAR**   
**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™

**Better market intelligence.  
Better results.**

Customers in different markets want different things from a grocery store, and those things can change fast. Keeping up is vital to your success—but hard to do when you're frantically minding the store. That's why SpartanNash does so much to understand each of our Independent's individual markets, making sure the products and services you offer are the ones your customers want most today. Nothing sets you apart from the other guys better, and it's high on the list of our best qualities too.



**Just a few ways SpartanNash  
delivers the smartest market  
intelligence to you:**

- Product selection services including top 25 voids, new items, seasonal selections
- Sophisticated pricing services including POWER (Price Optimization With Everyday Retail) and TPR program
- Up-to-date market research services including Constant Customer Feedback (CCF)
- Multi-million dollar per year total investment in market/product research, analysis, and tracking

To learn more, visit [SpartanNash.com](http://SpartanNash.com)  
or call our South Heartland Region  
business development team:

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





# 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 aisle<sup>1</sup> 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.*



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



All trademarks are owned by Frito-Lay North America, Inc. © 2013.



**PROUD SPONSOR OF THE**

**NEBRASKA GROCERY INDUSTRY ASSOCIATION**



# An Interesting Look At Who Pays for the U.S. Government

By Kelly Cohen | March 24, 2015

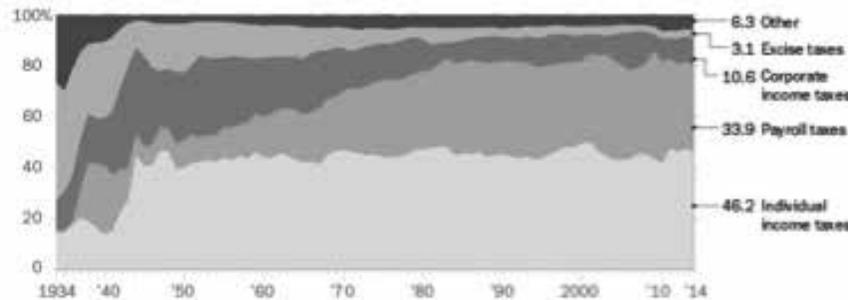
Taxes are always up for debate, be it Americans thinking they pay too much or Americans thinking others don't pay enough. The graphic to the right, from the Pew Research Center, shows exactly who is funding the government — and what percentage comes from taxes.

As noted, 46.2 percent of the government is funded by individual income taxes — though six in 10 Americans told Pew they were bothered a lot by the feeling that “some wealthy people”

don't pay their fare share. Similarly, 64 percent felt that way about corporations — however, a mere 10.6 percent of the U.S. government is funded by corporate income taxes.

## How the U.S. Government is Funded

% of total revenue



Source: Office of Management and Budget

PEW RESEARCH CENTER

## Who Pays Income Taxes? The Rich, Mostly

Individual income tax statistics, by income group

ADJUSTED GROSS INCOME	% OF RETURNS FILED	% OF INCOME TAX PAID
Less than \$15,000	25.1	0.2
\$15,000 to \$29,999	20.8	1.5
\$30,000 to \$49,999	17.5	4.5
\$50,000 to \$99,999	21.6	16.1
\$100,000 to \$199,999	11.2	22.7
\$200,000 to \$249,999	1.4	6.1
\$250,000 and above	2.4	48.9

Note: Preliminary data based on sample of returns filed between January and late September 2013.

Source: Internal Revenue Service

PEW RESEARCH CENTER

# 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](http://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](http://www.acosta.com)

**ACOSTA**  
SALES & MARKETING

*Trusted brands trust us.*

**Better Together**



**BIMBO BAKERIES USA**



**The Complete Fresh Bakery Portfolio**



Your  
freezer  
aisle  
never  
tasted  
so good!

©2015 Wells Enterprises, Inc. All rights reserved.

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. ©2015 Weight Watchers International, Inc. All rights reserved.

**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

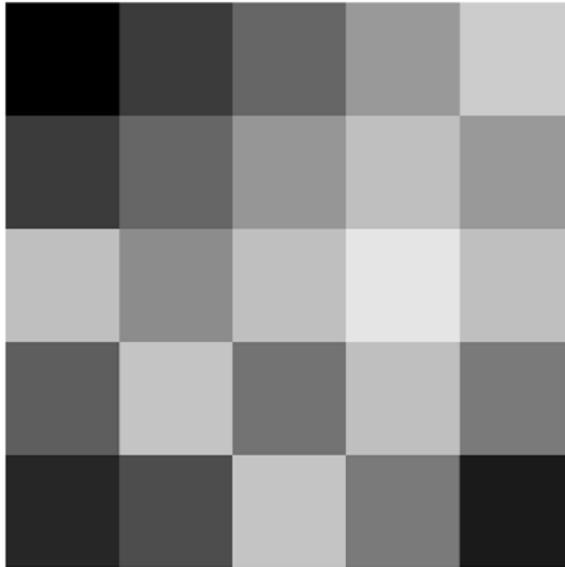
**Mondelez**  
International

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



# Important Notices from Nebraska Liquor Control Commission

The Commission has received information that certain retail licensees are refusing to sign wholesale sales invoices at the time of delivery. Please be advised regulations require the retail licensee or authorized agent of the retailer to sign first and last name in legible form when accepting and receiving product into retail premises and floor inventory. Please be reminded simple initials or just first names are not acceptable. The wholesale/retail invoices link to State Excise Taxes levied on alcoholic products and therefore become a critical document and are only valid when signed in full by the retail licensee. Anything less than full signing requirements are subject to the retail licensee receiving a citation and hearing in front of the Nebraska Liquor Control Commission. Reference Regulations: Statue 53-165, 53-175, 53-175, Chapter 7, 002.01 & 002.02

NOTE: Wholesale licensees are charged with reporting to Commission any retail licensee refusing to cooperate accordingly.

Supplier, Wholesalers, Retailers: Please be advised the Nebraska Liquor Control Commission has received information that Supplier & Wholesaler organized Industry Educational Seminars are including travel and lodging costs directly or indirectly for certain retail licensees attending and participating. This type of expense coverage is not allowed at State Level or Federal TTB Level. An example of indirect: Wine Industry Educational Seminars conducted in conjunction with grape growers and producers in the Napa Valley Area as well as others have available lodging accommodations on their locations. As part of the education seminar package lodging costs are being commingled in the final costs for retailers attending and paid for by first or second tier or combination of both. In this instance reasonable commercial lodging costs must identified and split out in the package or activity and paid by the retailer. Allowable coverage costs are very limited to nominal hospitality during the event and after. Please review very carefully Commission Rules & Regulations, Chapter 6, Licensee Operations part 016.04 found on page 149 of the Law Book to avoid any possible citation. This type of activity will be under the microscope when Industry Field Audits are being conducted in the near future. Thanks for your industry attention to this important compliance matter. The Commission continues its mission to insure a level playing field in the retail market place.

If you have any questions or if you want me to review any planned educational activity, please advise me accordingly.

Again Thanks,  
Jerry Van Ackeren  
*Audit/Compliance Manager*  
*Nebraska Liquor Control Commission*  
(402) 471-4892

## Nebraska Grocery Industry Association 2015 Calendar of Events

- May 3-6 . . . . . FMI Financial Executive Conference, New Orleans, LA
- May 31-June 4 . . . . . NGA Executive Leadership Development Program at Cornell University
- June 4 . . . . . NGIA Annual Sand Bagger Golf Outing - Iron Horse
- June 9-11 . . . . . FMI Connect 2015, McCormick Place, Chicago, IL
- June 11-12 . . . . . FMI Foundation Retail Food Safety Forum
- July 28 . . . . . B&R Stores Golf Outing
- Aug. 19-21 . . . . . FMI Global Sustainability Summit, Denver
- Sept. 18-19 . . . . . Affiliated Foods Midwest Food Show
- Sept. 24 . . . . . NGIA Hackers & Snackers Golf Extravaganza - Quarry Oaks
- Sept. 26 . . . . . AWG Holiday Show, Kansas City
- Sept. 27-30 . . . . . FMI Energy & Store Development Conference - San Diego

*If you would like to have your event listed on the calendar, please contact the NGIA office*

# 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](http://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.



# Why WAIT to WIN?

With a **\$40 million**  
**starting jackpot,**  
any Powerball jackpot  
is a big jackpot!

NEBRASKA

**P O W E R BALL**

**POWERPLAY®**



[nelottery.com](http://nelottery.com)

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

# Coca-Cola®

LIVE  POSITIVELY™



**2 CIGARS FOR 99¢**  
**GUARANTEED FOIL FRESH®**

*Signed.* **SEALED. DELIVERED.**

\*\*\*  
SWEDISH MATCH

# 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](http://HilandDairy.com/image-library) or call 800-779-4321.

[HilandDairy.com](http://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 Harms.

**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](http://www.cheyenneci.com)

# Why'd the Customer Cross the Road?



[ To make a purchase where her card is accepted ]

Don't miss out on sales from loyal customers because you don't accept their preferred form of payment. Take advantage of SHAZAM's lower interchange PIN-debit transactions from more than 5.8 million SHAZAM cardholders walking around. Contact your Merchant Services Provider today for additional information on accepting SHAZAM PIN-Debit. To learn more, email us at [merchantemail@shazam.net](mailto:merchantemail@shazam.net) or visit our website, [www.shazam.net](http://www.shazam.net).



Authorization and settlement  
processing for:  
DEBIT CARDS • CREDIT CARDS  
ELECTRONIC BENEFITSTRANSFER (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**

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



Let us help you... *Possibilities!*  
**Light Up Your**

Affiliated Foods Midwest is **lighting the way** for bigger and better things. As a stable, solid and strong cooperative, **we are innovating** - creating **illuminating opportunities** to grow. AFM is lighting up **tremendous opportunities** in **technology, aggregation, coopetition**, and much more.

**Join our Cooperative today! Together we can help you produce a *successful and shining future.***



Contact: **Wayne Hall**, VP of Business Development  
P: 608-347-7318 • E: [whall@afmidwest.com](mailto:whall@afmidwest.com)

[www.afmidwest.com](http://www.afmidwest.com)



*Congratulates*



**Tim  
Henderson**

for being named 2014  
Nebraska Grocery  
Industry Association  
*Spirit of America Award*  
Recipient.