



Member Focused; Results Driven

Mark your Calendars

2011 August, September, October & November Meetings and Annual Events

August 17, 2011 Executive Committee Meeting @ 7:30am

August 25, 2011 WIC Meeting @ 9:30am

September 5, 2011 Office Closed

September 8, 2011 PAC Event @ 5:30pm F/S Capital Consulting LLC, Offices

September 14, 2011 Board of Directors Meeting

September 21, 2011 Sen. Reed trip to Washington

October 10, 2011 Office Closed

October 12, 2011 Food Safety Committee Meeting

October 19, 2011 Executive Committee Meeting @ 7:30am

October 26, 2011 Legislative Committee Meeting

October 27 WIC Committee Meeting @ 9:30

November 11, 2011 Office Closed

November 16, 2011 Board of Directors Meeting

November 24 & 25, 2011 Office Closed

December 3, 2011 Annual Meeting & Holiday Gala

**RHODE ISLAND FOOD DEALERS ASSOCIATION
2011 AUGUST - NOVEMBER MEETINGS & ANNUAL EVENTS *
POLITICAL ACTION COMMITTEE NETWORKING EVENT *
INDUSTRY NEWS ***

RIFDA 2011 Political Action Committee Networking Event

When: September 8, 2011

Time: Between 5:30PM & 8:30PM

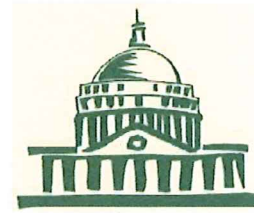
Where: F/S Capital Consulting, LLC Offices

Across from the State House

The Westin Providence

One West Exchange Street

Providence, RI 02903



Join us anytime between 5:30 & 8:30 for a casual networking "openhouse" with an evening of food, drink, and significant networking as we hold our Annual After Hours PAC Event. Share in the opportunity of getting together in a social environment to discuss the results of some of our legislative efforts this year and the opportunities and objectives for next year. One hundred percent of the proceeds collected will go to the PAC Fund, for the purpose of helping support candidates or initiatives that are in the best interest of the food industry in the state of RI.

We will provide more details to our members shortly, including the guidelines and regulations for donations.

Industry News

*** Grocery Shoppers Want More Than Low Prices**

(Excerpt from Progressive Grocer Online Research)

For retailers, price and promotion have been the name of the game as the U.S. economic recovery continues at its sluggish and uneven pace. But when it comes to choosing a grocery store, shoppers say food quality and store atmosphere remain equally as important considerations as price.

That's according to a consumer survey by AlixPartners, the global business-advisory firm, which reveals that, despite the fragile economy, 70 percent of consumers are making trips to the grocery store at least once per week and 50 percent plan to spend more on groceries in the coming year, with 39 percent expecting to spend the same amount.

"Grocery shoppers are just as choosy as ever – it's not enough for grocers to win on price alone," said Keith Jelinek, director in the global retail practice at AlixPartners. "Shoppers are looking for more from their grocery store; if it doesn't offer quality and a pleasant experience and value, then they're out the door. While perishable quality, store atmosphere and price are the primary factors influencing consumers' grocery store choice, the survey showed "frequent sales and promotions" are a factor, and can have a big impact on shoppers' in-store purchasing decisions. (See full article at www.rifda.com)

*** Companies Increasingly Rely on Shopper Marketing**

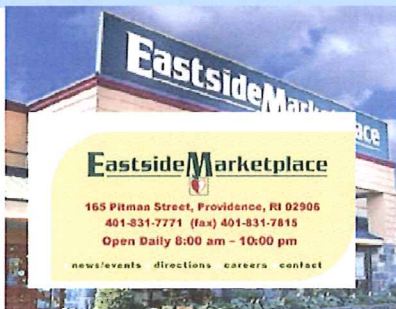
Excerpt from Convenience Store News

WESTPORT, Conn. --Shopper marketing-- defined as "strategy- and insight-driven in-store or retailer-specific marketing that includes some form of equity-building messaging" -- has become a widely practiced and transformational approach in the consumer packaged goods (CPG) industry, according to the 2011 Futurescope survey from GfK Interscope.

Ninety-five percent of the 300 CPG/retail industry practitioners surveyed said they're actively engaged in shopper marketing, with more than 80 percent saying the emerging discipline is vital to their company's success. Half of the respondents say shopper marketing is driving innovation; and more than 60 percent say it is driving collaboration with retailers. (See full article at www.rifda.com)

More Industry News on page 2

Thank you
August Retailer of the Month





Industry News Continued

Visa Announces Plans to Accelerate Chip Migration and Adoption of Mobile Payments

SAN FRANCISCO, Aug. 9, 2011 /PRNewswire/ -- Visa Inc. (NYSE: V) today announced plans to accelerate the migration to EMV contact and contactless chip technology in the United States. The adoption of dual-interface chip technology will help prepare the U.S. payment infrastructure for the arrival of NFC-based mobile payments by building the necessary infrastructure to accept and process chip transactions that support either a signature or PIN at the point of sale.

"By encouraging investments in EMV contact and contactless chip technology, we will speed up the adoption of mobile payments as well as improve international interoperability and security," said Jim McCarthy, global head of product, Visa Inc. "As NFC mobile payments and other chip-based emerging technologies are poised to take off in the coming years, we are taking steps today to create a commercial framework that will support growth opportunities and create value for all participants in the payment chain."

"Dynamic authentication is the key to securing payments into the future," said Ellen Richey, chief enterprise risk officer, Visa Inc. "Adding dynamic elements to transactions makes account data less attractive to steal and takes more merchant systems out of harm's way, shrinking the battlefield against criminals. The migration to chip technology will be an important security layer and a critical step in a comprehensive strategy to use dynamic authentication across all markets and all channels." (See full article at www.rifda.com)

Thank you
August Supplier of the Month



HELPFUL INDUSTRY LINKS

FMI National Legislative Updates

<http://www.fmi.org/gr/>

RI Legislative Info

<http://www.rilin.state.ri.us./genmenu/>

RI Pending Bills and Calendar

<http://dirac.rilin.state.ri.us/billstatus/webclass1.asp>

RI News and Press Releases
From the House and Senate



Join us and Senator Reed for the RI Business Day 2011 in Washington, DC September 21, 2011



Sign up today while there is still availability. This day long Washington trip includes round trip airfare, meals and conference registration. This event is very impressive to all that attend as Cabinet Members, Senators and Representatives as well as political pundits address the group and take questions from the attendees in an "off the record atmosphere". To book your trip or for more information please call 401-431-0880

2011 RIFDA Golf Award Winners

- **Low Gross:** Tanya Howard; Dino's Park n' Shop / Charlie Anthony; Clements' Marketplace
- **3rd Low Net:** Steph Lucchetti; Dino's Park n' Shop / Larry Doyle; Autocrat
- **2nd Low Net:** Tracy Anthony; Clements' Marketplace / Chris Shaw; Coca Cola Refreshments
- **1st Low Net:** Dianne Fonseca; Packaging & More / Brian Pacheco; Eastside Marketplace
- **Closest to the Line:** Carolyn Murray; F/S Capital Consulting / Cliff Johnson; Garelick Farms
- **Closest to the Pin:** Colleen Peloquin; Imperial Distributors / Bruce Brigido; Brigido's Fresh Market
- **Foursome 2nd Low Net:** Eastside Marketplace
- **Foursome 1st Low Net:** Clements' Marketplace

Thanks to all who helped make the 2011 RIFDA Golf Tournament a very successful one

The 2011 RI Food Dealers Association's Golf Tournament; Benefiting the RI Community Food Bank and the 2012 RIFDA Scholarship Fund was held Monday August 8, 2011 at Kirkbrae Country Club, Lincoln RI.

Each year the RIFDA comes up with an innovative addition to the tournament. This year we offered a Nike Shopping Spree prior to our Bar B Q lunch to our attendees in addition to the golf prize awards, golf member gift drawing offered as part of the awards dinner. The format was well received by all.

Despite the less than optimal weather the entire event was great, - the atmosphere was fun and relaxing, and it provide a great venue for networking . As per usual the golf course was beautifully maintained, the food was excellent, the door prizes were amazing and the company was outstanding.

