



North Carolina  
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## National Hurricane Awareness Week: May 23 – 29: Protect your Home and Business

**N**orth Carolina and three other southern states lead the nation in the number of billion-dollar weather-related disasters since 1980. Most of those disasters are tropical-storm related.

The North Carolina coast is the most vulnerable area in the state for a direct hurricane strike, but



inland cities and towns across the state can also be devastated by high winds, potential tornados, storm surges, flooding and landslides from hurricanes and tropical storms. These resulting effects are a major source of property loss and business disruption for retailers in the Carolinas.

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## Mandatory Television, Computer Recycling Effective July 1

**O**n July 1, 2010, a statewide electronics recycling program will go into effect, impacting computer and television manufacturers and retailers. The North Carolina General Assembly passed **Computer and Television Recycling** law in 2008 which includes the agreed-upon



language which NCRMA negotiated relevant to television recycling as some retailers are also deemed to be TV manufacturers (i.e. they license a TV from a manufacturer and then sell under their store brand).

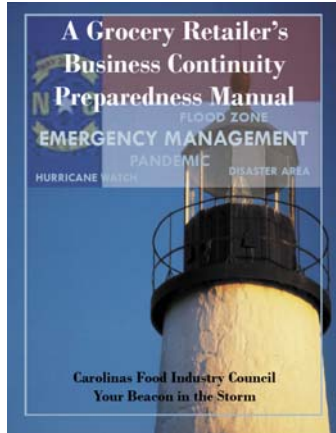
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## Your Association Offers Special Resources

**E**mergency signs are among the many valuable items you can find in the **“Business Continuity Preparedness Manual,”** which NCRMA printed in 2007 after a massive staff effort reviewing all applicable state and federal regulations and policies. One of its best features is that it contains **all the forms a retailer needs** to fill out so his business can make a detailed emergency plan in advance, implement it when any type of disaster strikes and then follow up when it’s time to resume business operations. There is a special form you can post that will help your employees understand the importance of compliance on **the Price-Gouging Law.**

The largest section in this copyrighted manual -- nearly 100 pages -- is devoted to providing **information to aid you and your family,** and your employees’ families, to prepare in advance and be ready to respond to a disaster. Copies of the preparedness manual are available from our office; we’re including **an order form on page 6** of this issue for your convenience.

“How quickly your company can get back to business after a hurricane or tornado, a fire or flood often depends on **emergency planning done today,**” says Association President Fran Preston. “Small- to medium-sized businesses are **the most vulnerable** in the event of an emergency.”



“A commitment to planning today will help support employees, the community, the local economy and even the country,” Preston says. “It also **protects your business investment** and gives your company a better chance for survival.”

“Developing a preparedness plan can be overwhelming,” she adds. “This is why your Association is providing you with a **step-by-step guide to assist you** in that process.”

Various sections in the manual address such topics as development of an emergency plan, types of natural disasters, security precautions, evacuation procedures and regulations, establishing a temporary store, responding to media inquiries, and handling insurance claims and coverage.

During any disaster or public emergency the NCRMA staff sends our members **frequent electronic updates;** these include hourly weather forecasts (released from the Governor’s Office), updates on which roads may be blocked or barricaded, where shelters are open or are planned, any curfew restrictions, and notification of when an official “state of emergency” begins and ends, as declared by the governor.

As always, staff is available to answer a member’s specific questions by phone: 919-832-0811. □

## Know the Differences...

**TROPICAL DEPRESSION:**  
An organized system of **clouds and thunderstorms** with a defined circulation and maximum **sustained winds of 38 mph or less.**

**TROPICAL STORM:**  
An organized system of **strong thunderstorms** with a defined circulation and **maximum sustained winds of 39 to 73 mph.**

**HURRICANE:**  
An **intense tropical weather system** with a well defined circulation and **maximum sustained winds of 74 mph or higher.** Hurricanes can be as much as 200 miles wide and eight miles high. Hurricanes typically move at a forward speed of 8 to 25 mph.

**A HURRICANE WATCH:**  
Indicates the possibility that you could experience hurricane conditions within 36 hours. This watch should trigger your family's disaster plan, and protective measures should be initiated, especially actions that require extra time such as securing a boat, leaving a barrier island, etc.

**A HURRICANE WARNING:**  
Indicates that sustained winds of at least 74 mph are expected within 24 hours or less. Once this warning has been issued, your family should be in the process of completing protective actions and deciding the safest location to be during the storm.

# Hurricane Awareness Week

Continued from page 1

For example, between 1954 and 1999 North Carolina's 10 worst hurricanes combined to leave estimated losses totaling nearly **\$3.9 billion** from water and wind damage according to the North Carolina Department of Insurance's Consumer Division.

That's why Hurricane Awareness Week has become an important observance not only for retailers but also for customers. This year's event is May 23-29, in advance of the officially designated **hurricane season** which runs from **June 1-November 30**.



Many experienced forecasters predict an **above-average** tropical storm season this year. Being prepared for any kind of hurricane-related scenario is key. Predictions, though, don't really matter. All it takes is for **one storm** to bring North Carolina to a state of emergency.

## Preparation is Essential

The North Carolina Department of Emergency Management's (NCEM) number one suggestion for Hurricane Awareness Week is to be prepared! Being prepared means **knowing your evacuation routes, storing emergency supply kits and developing a disaster plan**.

For coastal residents, it also means acquiring shutters, securing any opening that may be subject to damage and trimming nearby

trees. That, in turn, means retailers need to be supplied for higher demand as coastal residents gear up for the 2010 season.

A short list of items to consider:

- **Know your evacuation routes** and locate your **emergency shelters**;
- **Don't get caught by surprise.** There is not enough time to think of everything you need to do as a hurricane gets close.

- **Listen for hurricane watches and warnings;** know the difference.

- **Put fuel in all vehicles and withdraw some**

**cash from the bank.** Gas stations and banks may be closed after a hurricane, and power outages may render credit/debit cards unusable.

- **If authorities ask you to evacuate, do so promptly.**

- If you evacuate, **be alert for flooded or washed-out roads.** Just a few inches of water can float a car.

- **Keep a photo ID that shows your home address.** This may become important when asking a police officer or National Guard member for permission to re-enter your neighborhood.

- There is never enough time to get ready for nature's fiercest weather. **Give yourself and your family a head start.**

After Hurricane Katrina in 2005, North Carolina Emergency Management officials were prompted to reevaluate the coast's evacuation and sheltering plan. And although we haven't had a major evacuation since Hurricane Hazel some 50-odd years ago, preparation is vital as is evidenced by what happened in New Orleans.

To find out more about the North Carolina Department of Emergency Management Family Preparedness go to <http://www.readync.org>. ☐

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## North Carolina's All-Time Destructive Hurricanes

No.	Date	Name	Estimated Loss
1	September 1999	Floyd	\$1,400,000,000
2	September 1996	Fran	\$1,310,000,000
3	September 1989	Hugo	\$645,000,000
4	August 1998	Bonnie	\$240,000,000
5	July 1996	Bertha	\$100,000,000
6	October 1996	Opal	\$35,000,000
7	September 1984	Diana	\$33,000,000
8	August 1993	Emily	\$30,000,000
9	August 1999	Dennis	\$28,000,000
10	October 1954	Hazel	\$25,000,000

## North Carolina's Hurricane Risk for East Coast, Unusually High in 2010

**R**esearchers at North Carolina State University predict above-normal hurricane activity for the 2010 Atlantic Hurricane Season. Cooler ocean temperatures in the Pacific and warmer temperatures in the Atlantic increase the risk for the East Coast to be pummeled by a hurricane this season.

Top marine, earth and atmospheric sciences professors forecast that 2010 will see **15 to 18 named tropical storms** in the Atlantic basin, which includes the entire Atlantic Ocean, the Gulf of Mexico and the Caribbean Sea; **8 to 11** of these tropical storms are predicted to reach **hurricane strength**.

In the Gulf of Mexico, professors predict 5 to 7 named storms, with 2 to 4 becoming hurricanes. Three to six named storms are predicted to make landfall along the Gulf Coast, with an 80% chance that at least one will be a hurricane. The Gulf Coast has a 55% chance of being hit by at least one major hurricane, Category 3 or higher.

The 50-year average is 9 to 11 named storms in the Atlantic per hurricane season.

In 2009:

- 9 named storms
- 3 became hurricanes
- 0 came ashore in the US

Source: WRAL



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## MARK YOUR CALENDARS and REGISTER FOR A WEEKEND OF CAROLINAS COLLEGE SPORTS FUN!



### 6th Annual CFIC Convention

July 22- 24  
Hilton Resort  
Myrtle Beach, SC

**Register** for the 2010 CFIC Convention by visiting the  
CFIC website:

**[www.cficweb.org](http://www.cficweb.org)**



Register by June 22 to receive early bird rates!

# Recycling

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NCRMA is **currently participating in a stakeholders' group** with the Department of Environment and Natural Resources (DENR) to **pass legislation which will make clarifying changes before the law becomes effective**. The **January 1, 2011 landfill ban** is also likely to get pushed back to **July 1, 2011** to give time for the manufacturer responsibility plans to take effect.

## Television Manufacturers:

**Beginning July 1, 2010, television manufacturers will be prohibited from having their televisions sold in North Carolina unless the television manufacturer has:**



- 1) Created a program to recycle televisions in proportion to their NC market-share;
- 2) Registered with the NC Department of Environment and Natural Resources (DENR), including paying the \$2,500 registration fee; and
- 3) Affixed its brand label to the television.

*NCRMA is currently in conversations with DENR regarding their formula for determining market-share and the process for television manufacturers to comply. The penalty for non-compliance is that a non-compliant manufacturer is prohibited from selling computers or televisions in North Carolina the following year.*

## Retailer Requirements:

- Retailers will **only** be able to **sell computers and televisions** made by **computer and television manufacturers** who are compliant with DENR.
  - ◆ **In current legislation being considered, NCRMA has negotiated a one-year delay in the effective date for retail enforcement. Thus, by July 1, 2011**, before offering a television for sale, the **retailer must review DENR's website** to confirm that the television manufacturer is compliant with the recycling law.
- **In current legislation being considered**, NCRMA has also negotiated a provision to provide a retailer a **six month window** to sell televisions from television manufacturers whose registration with DENR has **expired or was revoked** after the retailer took possession of the televisions.
- **In current legislation being considered**, NCRMA has also negotiated a **1<sup>st</sup> Offense Warning** for a violation by a retailer.
- Additionally, **retailers do not have to serve as a collection point for televisions unless they so choose.**



## Legislative History:

NCRMA has worked to protect retailers from Advance Disposal Fees (ADFs) and in 2007, our lobbying team negotiated the first agreement in the United States between television manufacturers and the retail community. After forming a coalition consisting of the North Carolina Department of Environment and Natural Resources, the Sierra Club, Thomson and General Electric, NCRMA pushed to put a framework in place for a computer and television manufacturing responsibility recycling program in North Carolina, which was praised to be a National Model for this type of legislation.

In 2009, NCRMA was successful in **halting attempts by county governments to expand the manufacturer responsibility programs in North Carolina** to include at least **twenty additional electronics items such as calculators, video games, computers and cell phones**. Such a change to this legislation would have also **affected which of those products and brands could be sold in North Carolina grocery stores**. The end result was a delay in implementation of manufacturer responsibility programs for televisions and computers from **January 1, 2010 until July 1, 2010**.

**NCRMA will continue to keep you informed as clarifying legislation moves through the North Carolina General Assembly this short session and as information become available from DENRs regarding the registration process. ☐**

# Meat Prices Surge, Carnivore Dilemma Widens

**M**eat prices in the United States may rise to record levels this summer after farmers reduced hog and cattle herds to the smallest sizes in decades, as a result of surging feed costs **linked to** demands for more **ethanol**.

Wholesale **pork jumped** as much as **25%** during April to 90.7¢ per pound, the highest rate since August 2008. **Beef** climbed **22%** in 2010 to \$1.69 a pound, the most expensive since July 2008. Chicken's gain in March was the largest gain in 20 months.

**Demands for pork chops, steaks and chicken breasts is rising** as the economy improves, backyard barbeques resume and China and Russia allow more US imports. Domestic supplies may drop to a 13-year low because of culls to stem losses caused by corn prices that doubled after former President George W. Bush set targets to increase ethanol use.

Hog futures have almost doubled from a low in August to 85.2 ¢ per pound on the Chicago Mercantile Exchange on April 23. The price may reach \$1 by June.

## Meat-Price Outlook

Retail prices may hit records in the next 90 days as US demand peaks during summer grilling season, said John Nalivka, a former USDA economist. Previous records were in 2008 for pork at \$3.03 per pound, \$4.53 per pound for beef and \$1.86 a pound for chicken (peaked in May 2009).

Expensive pork and beef may revive food inflation that dropped in 2009 for the first time since 1961. Meat prices tracked by the United Nations Food and Agriculture Organization are up 5% this year, even as overall food costs fell 5.8%.

## Consumers May Balk

Prices may be peaking, if futures markets are a guide. Hogs are trading between 85¢ and 87.4¢ per pound, a narrow range that may signal prices are near their top. However, **consumers may choose cheaper food** with the unemployment rate in March at 9.7%, near a 26-year high.

## Supermarkets have been

**“holding the line”**

on consumer costs. In March, retail beef on average was little changed from a year earlier, 4.8% below its record high, according the

United States Department of Agriculture. Pork was 1% lower than the same month in 2009 and 3.7% from its peaks, while chicken was 9.6% below the record high set last year.

## Cycle Has Turned

Producers are optimistic for the first time in more than two years because **output is falling as demand accelerates**. Due to increasing prices, most producers have shrunk their herd sizes. Elaine Johnson, a cattle analyst, estimates that US per-capita supplies of beef, pork and poultry will be the smallest since 1997. It takes 10 or 11 months to raise a

hog from conception to slaughter weight and about three years for cattle.

## Ethanol Mandate

Ethanol refiners are using more of the **US corn harvest** than ever before. An estimated **4.3 billion bushels, or 23% of 2009's crop will be used for fuel**, compared with 3.05 billion bushels, or 23%, in 2009, according to the USDA.

The hog industry lost about \$6.2 billion from October 2007 until March 2010 on rising feed costs and lower export demand.

In 2007, President Bush signed the **Energy Independence and Security Act**, increasing the ethanol mandate to 15 billion gallons a year by 2015 from about 10.5 billion in 2009. The surge reflected wild speculation in the markets and the surge of index funds rather than the jump in corn use for fuel.

## Dwindling Inventories

Even with lower feed costs in 2010, hog farmers may not expand herds for another two years. Inventories for pork in March 2009 were the lowest since 2007 and beef stockpiles were the lowest for any month since July 2005. □

*Source: Bloomberg News*



# A Grocer's Survival Instructions for Any Disaster



Written for the Grocer and Now  
Ready for Delivery

## Topics covered in the manual include:

Earthquake	Winter Storms	Employee Theft	Product Tampering
Fire	Bad Checks	Foodborne Illness	Robbery
Flood	Bomb Threat	Government Inspections	Sexual Harassment
Hurricane	Burglar/Fire Alarm Response	Hazardous Material Event	Shoplifting
Power Outage	Civil Disorders/Riots	Hepatitis A	Terrorism /Bioterrorism
Tornado	Customer Injury	Product Liability	Vendor Theft
Thunderstorms	Employee Injury	Product Recall	Workplace Violence

*Please remit \$75.00 plus \$4.25 shipping for the first manual. Add \$75.00 plus \$2.00 shipping for each additional manual (see form below).*

## To order **A Retailer's Business Continuity Preparedness Manual:**

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