



VALUPAC

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2009-2010

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ValuPAC Issue Updates

Food Safety Legislation Passes to House Floor

In June, the House Energy and Commerce Committee passed by unanimous voice vote, House Bill 2749, the Food Safety Enhancement Act. The bill now goes to the House floor for consideration.

SUPERVALU, with the Food Marketing Institute, worked with the committee on issues important to the industry by offering suggestions and changes to the bill drafts. Many of these valuable changes became part of the version that will be considered on the floor.



The lead food safety bill in the senate, sponsored by Senator Dick Durbin (D-IL) has yet to be considered in the Senate Health committee due to pressing health care reform issues.

In addition, Senator Amy Klobuchar (D-MN) and Senator Saxby Chambliss (R-GA) introduced the Food Safety Rapid Response Act of 2009. This bill would strengthen and expand food-borne illness surveillance systems in order to quickly identify and isolate a problem when one occurs.

SUPERVALU will continue working to address food safety legislation.

Interchange Legislation Introduced

For most transactions, interchange fees are equal to roughly two percent of the transaction. Not only does this fee exceed our industry's average profit margin, these hidden fees were estimated to be \$48 billion in 2008.

Responding to a call to action by Executive Chairman Noddle, over 3,000 SUPERVALU employees contacted their representatives during Congressional debate on an interchange fees amendment to the Credit Card Holder's Bill of Rights. While the amendment was not adopted, the debate got the attention of lawmakers and an important study regarding interchange fees was included in the bill.



The Credit Card Holder's Bill of Rights was signed into law at the end of May. New legislation called the Credit Card Fair Fees Act of 2009 (CCFFA) was introduced in early June by Senator Dick Durbin (D-IL), Chairman John Conyers (D-MI) and Representative Bill Shuster (R-PA).

CCFFA seeks to bring retailers and card issuing companies together to negotiate interchange rates. The bill would accomplish this by providing limited antitrust immunity for retailers as well as oversight by the Attorney General.

SUPERVALU will continue to push for legislation addressing unfair Interchange Fees.

To learn more about these and other issues, visit our website at supervalugr.com and click on "Legislative Issues"

SUPERVALU GOVERNMENT AFFAIRS MISSION STATEMENT

- * Promote the adoption of legislation and regulatory rules that are favorable to SUPERVALU, its banners, associates and constituents.
- * Provide counsel on external communications as they relate to the government affairs role in public affairs for SUPERVALU.
- * Maintain relationships with federal, state and local elected officials as well as agency representatives and community leaders.
- * Actively engage in the larger community.

Global Climate Change

Climate Change and Federal Energy Legislation Panel Discussion

On June 1, nearly 200 associates attended **"Our Changing Planet: the science, economic challenges and opportunities of climate change,"** a panel discussion on current federal legislation to address energy issues and their impact on SUPERVALU and the business community.



SUPERVALU Executive Chairman Jeff Noddle made introductory remarks and SUPERVALU Chief Executive Officer Craig Herkert closed the event. The panelists included Rep. Erik Paulsen, Will Steger, Paul Douglas, Doug Cameron, Andy Herring, and Gary Botzek. This event was hosted by the SUPERVALU Government Affairs department, with support from ValuEARTH and wild harvest.

The panel discussed the American Clean Energy and Security Act of 2009, introduced in the House by Rep. Waxman (D-CA) and Rep. Markey (D-MA) which addresses global climate change. The House passed the landmark legislation on June 26 with a 219-212 vote—the first climate change bill to pass Congress. The bill includes cap and trade policies, money for renewable and clean coal research, and much more. The Senate is expected to debate the bill sometime this year.

To hear a replay of this event and follow this bill, visit our website, **[supervalugr.com](http://www.supervalugr.com)**



DID YOU KNOW?

Cost of the Presidential Election

The final FEC data on the 2008 presidential election was recently made available revealing that the presidential race cost \$1.8 billion – nearly double what was spent in 2004. This number might seem high, but consider the following:

- US advertising expenditures last year totaled \$136.8 billion.
- Advertisers paid \$3 million for a 30-second ad during the 2009 Super Bowl.
- Advertising revenue for American Idol in 2008 topped \$903 million – enough to have paid for nearly every single campaign for the U.S. House last year.

Put in perspective, maybe this much funding for the search for the candidate for one of the most important jobs in the country is worth the expense.

VALUPAC CHAIR MEETINGS:

Representing SUPERVALU, Mike Erlandson recently met with a number of members supported by VALUPAC including, **Senator Max Baucus** (MT), Chairman, Senate Finance Committee; **Senator Dick Durbin** (IL), Majority Whip; **Senator Mark Warner** (VA), Senate Banking Committee; **Senator Saxby Chambliss** (GA), Ranking Member of the Nutrition Committee; **Speaker Nancy Pelosi** (CA); **Rep. Collin Peterson** (MN), Chairman, Agriculture Committee; as well as **Reps. Bart Stupak** (MI), **Tim Walz** (MN), **Rosa DeLauro** (CT), and **Betty McCollum** (MN).

Mike also joined Chris Dimos, President of Pharmacy, Maxine Johnson, VP Managed Care Operations, and Vic Ver-cammen, Pharmacy Government Affairs in Washington, DC to lobby on important issues facing our pharmacy business.

Issues affecting SUPERVALU were discussed including Food Safety, Interchange Fees, Pensions, and Pharmacy concerns.

Click on the Get Active link on the website to get involved!



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Visit us at <http://www.supervalugr.com>



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