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SafeSourcing e-Newsletter

Have comments, questions, or suggestions about the new SafeSourcing e-Newsletter? Let us know what you think by emailing us at the following address. We look forward to hearing from you!

events@safesourcing.com

Trivia!

What is Grade C Poultry?

www.safesourcing.com

Industry News

Google Joins the Insurance Market - Hey, Who's Driving That Car!

Did you know that Google is going into the insurance market? Maybe car rental, taxi, and other travel related expenses will come down in the future. "In March the company launched a U.S. version of its Google Compare auto-insurance site, which has been up and running in the United Kingdom since 2012," reported [Valerie Raburn in The Wall Street Journal on June 7, 2015](#). The Google Compare site will allow consumers to compare insurance rates with various auto insurance companies. They will rollout this program in California initially, but eventually it will be open to consumers in other states. *continued on page 2*

PepsiCo Joins the Craft Drink Craze

A number of small soda companies like Jones Soda Co. and Reed's have slowly been chipping away at big soda companies. Coke has gotten a boost recently by consumers willing to pay more for "glass bottled" soda in lieu of plastic bottles, in addition to using sugar instead of high fructose corn syrup. PepsiCo rolled out Caleb's Kola, a craft soda in a glass bottle "marketed as containing 'sustainable Fair Trade cane sugar (and) kola nuts from Africa.'" PepsiCo's Mountain Dew Dewshine is sold in a glass bottle and is labeled as "made with real sugar."

Not to be left out of the market, PepsiCo Inc. is joining the craft drink craze by introducing a new soda fountain that will incorporate exotic flavors such as black cherry with tarragon and agave vanilla cream. It will come from a tap much the same as specialty beers are poured. "The beverage and snack food giant said the new soda line called Stubborn Soda will be naturally flavored and sweetened with sugar cane instead of high-fructose corn syrup." *continued on page 2*

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2	GMO Labels
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COMING NEXT ISSUE

Aug.	American Workers Pay the Price...
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Recent Savings

Food: Bulk Sauce

Savings were 9.43%, providing \$1,265,234 savings ■

Preventative Maintenance Bulk Tank Cleaning

Savings were 40%, providing \$120,048 savings . ■

Category: Mattresses

Savings were 24.17%, providing \$241,382 saving. ■

*Please [contact SafeSourcing](#) to schedule your RISK FREE event today.

GMO Food Labels and Safe Foods

A new government certification and labeling program has been developed for foods that are free of genetically modified ingredients (GMO). The USDA is responding to the ever growing consumer demands for mandatory labeling. "The certification is the first of its kind, would be voluntary and companies would have to pay for it. If approved, the foods would be able to carry a 'USDA Process Verified' label along with a claim that they are free of GMOs." Currently, companies can place their own GMO-free labels on foods, but there are no government labels that certify this claim. USDA certification is being created through the department's Agriculture Marketing Service (AMS) that works with companies to certify the claims they are making. Companies pay AMS to verify their claims, and once they are approved, they can claim foods with the USDA process verified label. Although the government claims that GMOs on the market are safe, consumer advocates are pushing for mandatory labeling saying consumers have the right to know what is in their food. Many consumers believe there is not enough known about GMOs and their effects. ■

The Patriot Ledger, Mary Clare- Jalonick, June 13-14, 2015.

Google Joins the Insurance... (cont.'d)

Although this looks like just another compare and shop program, Google does, in fact, get paid each time a user buys a quoted policy. "This broad understanding how auto-related risks are priced in the competitive market

could allow the company to insure tomorrow's vehicles, or simply roll the cost of insurance into the retail price of Google's own driverless car once it hits the market. That's one way for Google to become the exclusive insurer of its driverless cars, firmly slamming the door on any would-be competitors." The U.K. is currently testing driverless cars. The U.S. has been slower to proceed with driverless cars as it is unknown what the implications could be. Several large car manufactures have joined forces with the University of Michigan and the Michigan Department of Transportation to build Mcity. Mcity is slated to open in July. It is a 32-acre simulated town that will be the roadway for the driverless car. It is not difficult to imagine the convenience and savings of a driverless car. It will be like having your own chauffeur! This will have a huge impact on the auto insurance industry. With the elimination of human error, the insurance payouts will drop dramatically. ■

PepsiCo... (cont.'d)

After watching small craft beer companies profit from producing beers such as cherry wheat ale and maple bacon coffee porter, PepsiCo wants to capitalize on producing soft drinks that are unique, without artificial sweeteners. This is just another move to answer consumers demand for more natural ingredients. "Coca-Cola Co., PepsiCo and Dr Pepper Snapple Group Inc. continue to dominate with their namesake sodas dating back to the late 19th century. But the companies are also scrambling to reverse a decade long slide in U.S. soda consumption as consumers increasingly turn to alternatives like bottled water and flavored teas." ■

QUESTIONS AND ANSWERS

Q: How can I subscribe or unsubscribe to these newsletters?

A: You can subscribe or unsubscribe to these free newsletters by simply going to our [website](#), and clicking the option "e-Newsletter" or by contacting us directly at events@safesourcing.com

Q: I have run events in the past, is there any chance I could be saving more?

A: Yes. No matter when your past event ran, the team at SafeSourcing can find ways for your company to save.

Q: I want to know more about what SafeSourcing does. Who can I talk to about this?

A: You can contact a customer services representative who can help you with any further questions by calling us at 1-888-261-9070 or by going to our [website](#) and trying our "Risk Free Trial" offer today.

Trivia! From June 2015 Issue

What does GMDC mean?

ANSWER: General Merchandise Distributors Council

www.safesourcing.com

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