



## ValuPAC Issue Updates

### VALUPAC Board of Directors 2009-2010

**Renee Bergquist**  
Director Shared Services, ID  
(PAC Assistant Treasurer)

**Brian Bethke**  
Director, Merchandising &  
Marketing Law, ID  
(PAC Legal Counsel)

**Scott Christensen**  
Vice President, Accounting,  
MN  
(PAC Treasurer)

**Elise Diedrich**  
Manager, Government  
Affairs, MN  
(PAC Secretary)

**Mike Erlandson**  
Vice President, Government  
Affairs, MN  
(PAC Chair)

**Mark Gossett**  
Executive Vice President,  
South East Region, GA

**David Johns**  
Director, Labor Relations, MN

**Vic Vercammen**  
Director Professional Services  
& Government Relations, IL  
(PAC Vice Chair)

**ValuPAC Board Members  
serve a two-year term  
and are nominated by  
SUPERVALU's CEO.**

### Craig Herkert Visits Washington



In April, SUPERVALU CEO and President, Craig Herkert, traveled to Washington to meet with Members of Congress about priority issues for SUPERVALU. Herkert discussed our positions on pension relief, excessive interchange fees and food safety.

It was an effective way to engage congressional leaders in our top issues, particularly given the way the administration is engaging with business, and the much more regulatory nature of the agencies under President Obama.

Members of Congress who Herkert met with include: House Majority Leader Steny Hoyer (D-MD); House Minority Whip Eric Cantor (R-VA); Senate Democratic Policy Committee Chair Byron Dorgan (D-ND); Senate Health, Education, Labor & Pensions Committee Chair Tom Harkin (D-IA); Senator Amy Klobuchar (D-MN), and Senator Mike Crapo (R-ID).

### SUPERVALU Responds to Call to Action on Interchange

SUPERVALU associates overwhelmingly responded to two separate calls to action sending over 10,000 messages to Members of Congress in support of a provision to address excessive interchange fees in the Restoring American Financial Stability Act of 2010.

Our voice was heard when the Senate voted 64 to 33 in favor of Senator Dick Durbin's (D-IL) amendment which authorizes the Federal Reserve to undertake a process to establish that debit interchange fees shall be reasonable and proportional to their actual cost. Addressing these fees will benefit our customers by driving down the cost of doing business.



(Senator Dick Durbin)

On June 30, the House voted 237-192 in favor of the conference report. The Senate will vote on the report in mid-July.

The Government Affairs Department thanks every associate who participated in this grassroots effort, you made a difference!

### Did You Know?

ValuPAC is ranked as a leading retail grocery PAC and has contributed \$136,000 (for the 2009-2010 election)



### Government's Impact on Business

Government can have an enormous impact on our business, from information sharing and standards, to how we do mergers and acquisitions, and of course, the government imposes taxes. A recent McKinsey & Company survey of 1,167 executives concluded that, other than customers, government is more likely to affect a business' economic value. Respondents rated government above investors, employees or suppliers on the overall economic impact to their company.



### SUPERVALU GOVERNMENT AFFAIRS MISSION STATEMENT

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

To learn more about these and other issues, visit [supervalugr.com](http://supervalugr.com) and click on "Legislative Issues"

**New Health Care Law – What Next?**

In March, President Obama signed into law the Patient Protection and Affordable Care Act and the Health Care and Education Reconciliation Act of 2010. Together, these pieces of legislation mark the most significant change to health care in the United States since the enactment of Medicare in 1965.

This sweeping new law seeks to expand healthcare to an estimated 32 million Americans. It is expected to cost \$940 billion over 10 years and reduce the federal deficit by \$143 billion over the same time period. The new law requires the majority of Americans to have insurance by 2014 either through their employer or through newly created private insurance exchanges.

In the next six months, provisions such as allowing adult children up to age 26 to stay on parent’s policies, prohibiting plans from denying coverage of children with pre-existing conditions, and prohibiting lifetime coverage caps take effect. Most of the bill’s provisions go into effect over the next four years.

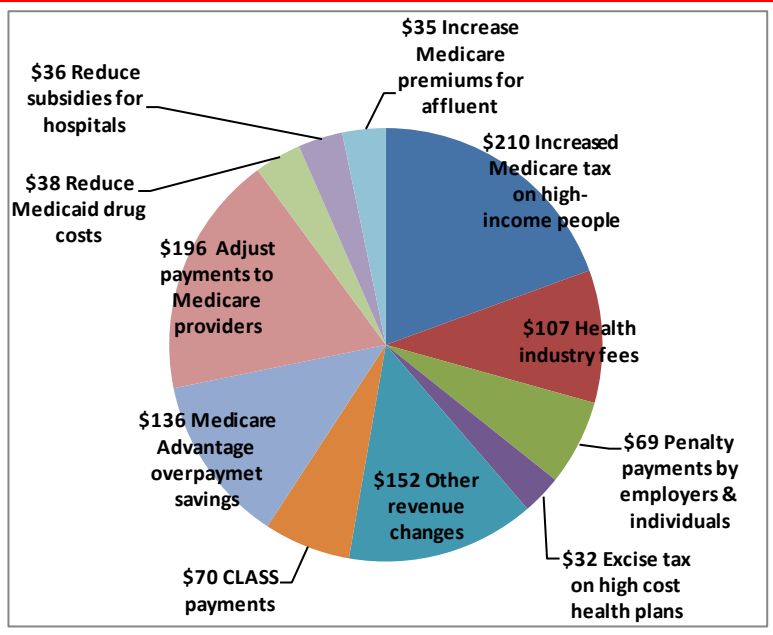
SUPERVALU’s benefits team and government affairs continue to engage in the implementation of the law and the thousands of new regulations that will be written over the next four years. For example, the FDA just started a process to gather input from grocers about the impact of the menu labeling provision on our industry.

To read more about the health care reform bill, visit SUPERVALU’s government affairs website at [supervalugr.com](http://supervalugr.com).

**How the \$938 Billion Health Care Bill Is Financed**

(Center on Budget and Policy Priorities)

\*all figures in billions



**Fall Elections and Unhappy Voters**

With only four months until the general election and a number of states holding primaries before then, it’s important to get involved in campaigns. On November 2, voters will have the opportunity to elect hundreds of state and local leaders, 37 Governors, 435 Members of Congress and 36 U.S. Senators. Every one of these elected officials has the ability to shape legislation affecting each of us, SUPERVALU and our communities.



Most analysts agree that the public mood overall is negative, with voters being dissatisfied with the performance of those in elected office. However, while the media continues to claim an anti-incumbent tide sweeping the nation, an analysis of the primaries thus far has not shown that to be true. There have been some major upsets, but primary voters are judging candidates individually on their platform and qualifications. Ultimately, voters support who they believe will make the best decisions for them, their jobs and their families.



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



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