

In 2017, the Pennsylvania Food Merchants Association kept members informed through email, newsletters, press releases and social media.

PFMA leadership participated in interviews with the local and national news media in an effort to educate the public on some high profile issues.

## Media Coverage

The year started off with the very contentious Philadelphia Beverage Tax as it was implemented in January 2017. PFMA's Communications Department worked with Ceisler Media to present a united message on the Philadelphia beverage tax and its impact on PFMA members and their customers. While it dominated the news, PFMA also

responded to media requests about adult beverages, store closings, credit/debit skimming, tobacco and the hurricanes' impact on product supplies

The articles listed on the next two pages contain a PFMA mention or quote.

### [Philly finds new tax not so sweet](#)

Philly.com | January 4, 2017

Mention as part of the Ax the Bev Tax Coalition  
Fox 43 | February 23, 2017

### [Giant Eagle Plans to Close Supermarkets GetGos Across Three States - Just announced: Which regions will be affected by the retailer's span of closures?](#)

DeliMarketNews.com | January 5, 2017

Mention as part of the Ax the Bev Tax Coalition  
NBC News 10 | February 23, 2017

### [Philadelphia residents up in arms over soda tax hit](#)

Fox News.com | January 6, 2017

[City: Soda tax brought in \\$5.7 million in January, more than double expectations](#)  
The Philadelphia Inquirer | February 23, 2017

### [Hudson Valley Focus Live with Tom Sipos](#)

WKIP-AM, Poughkeepsie, NY | January 10, 2017

[Retailers detail impact of Philadelphia Soda Tax](#)  
Supermarket News | February 28, 2017

### [Talk Radio 1210 with Rich Zeoli](#) |

David McCorkle discussed the beverage tax  
January 11, 2017

[Industry Fights 'Devastating' Philly Bev Tax](#)  
Progressive Grocer | March 2, 2017

NBC 10 | Coverage of Mayor Kenney's attacks on grocery stores accusing them of price gouging | PFMA statement mentions at 5:30 a.m., 6 a.m. & 6 p.m. | January 12, 2017

[Philly's Soda Tax Is Absolutely Wrecking Soda Sales, As Intended](#)  
UPROXX | March 1, 2017

### [Pennsylvania Retailers Push Back on Kenney's Soda Tax Comments](#)

Politico Morning Agriculture | January 16, 2017

[Lobbyists push for liquor sales in Pennsylvania grocery stores](#)  
ABC 27 | March 2, 2017 | PFMA issued a response to UFCW's claim that youth would have greater access to hard liquor

### [Chain businesses bid up prices for liquor licenses](#)

Triblive.com | Sunday, Jan. 29, 2017

[Association: Pepsi Job Cut Just the Beginning of the Philadelphia Beverage Tax Fallout](#)  
The Griffin Report | March 7, 2017

### [Beverage tax sweetens Philly coffers, sours retailers](#)

USA Today | February 23, 2017

[PA Food Merchants: More job cuts coming because of soda tax](#)  
FoodDive.com | March 8, 2017

[African-American Chamber, others back soda tax](#)

Philadelphia Tribune | March 11, 2017

[Philadelphia Soda Tax Debated in Commonwealth Court](#)

The Morning Call | April 5, 2017

[Judges Take Up Big Soda's Suit to Abolish Philadelphia's Sugar Tax](#)

NPR.com | April 5, 2017

[PFMA Conference Focuses on Family Biz, Tech, Policy](#)

Progressive Grocer | April 14

[As Pa. Liquor laws loosen, drive to make 'dry' towns wet a heady trend](#)

Philly.com | April 23, 2017

[Whole Foods' noisy night deliveries leave Lower Macungie neighbors bleary-eyed](#)

The Morning Call | April 27, 2017

[Grocery chain Aldi eyes expansion in Alle-Kiski Valley, promises jobs](#)

TribLive.com | May 17, 2017

[Baloga to replace McCorkle as PFMA head](#)

Progressive Grocer | May 30, 2017

[Baloga to Lead PFMA When McCorkle Steps Down June 30](#)

The Shelby Report | May 31, 2017

[Pennsylvania Food Merchants Association CEO McCorkle to Step Down](#)

Central Penn Business Journal | June 6, 2017

[Philly: Soda Tax Revenue to Fall Short](#)

Philly.com | June 13, 2017

[No double-sipping: Philly's soda tax isn't illegal duplicative taxation, split Pa. court says](#)

PennLive.com | June 14, 2017

[Hanna stands up for plastic manufacturing jobs](#)

Lockhaven.com | June 28, 2017

[Beverage Taxes Shown to Dampen Retail Sales](#)

Progressive Grocer | August 22, 2017

[Soda tax killing corner stores that rely on summer sales](#)

Billy Penn.com | August 22, 2017

[How could hurricanes affect your grocery bill?](#)

ABC27 | September 7, 2017

[Report: Soda tax pinching markets](#)

Philadelphia Tribune | September 12, 2017

[Has soda tax led to job cuts in Philly? It depends upon who you ask.](#)

Philly.com | September 18, 2017

[Guest Editorial: Cuts to SNAP would hurt us all](#)

Cumberlink.com | October 5, 2017

[Food Stamps cuts hurt us - from grocer to consumer](#)

PennLive.com | October 12, 2017

[Why so many people are still fighting Philly's soda tax months later](#)

BillyPenn.com | October 16, 2017

[Cigar Category Skirts Regulation](#)

C-store Decisions | November 9, 2017

[Local Lawmaking Remains Battleground for Retailers](#)

Meeting area legislators face to face is an important step  
CSP Daily News | December 2017

[Business leaders press for repeal of Philadelphia's soda tax](#)

watchdog.org | November 13, 2017

[Digital Deceit](#)

The Butler Eagle | December 13, 2017

[Pennsylvania liquor reforms draw cheers](#)

Meadville Tribune | December 16, 2017

[PFMA Commends Pennsylvania House For Action On Anti-Skimming Devices](#)

The Shelby Report | December 18, 2017

## Website

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**On busy days our [website](#) has more than 1,700 visitors. They check out our articles, team members, scholarship info., services and more.**

## Press Releases

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PFMA sent the following press releases in 2017

[Thorpe Joins PFMA Staff as Association Services Manager](#)  
1/11/17

[PFMA Response to Mayor Kenney's Attack on Philadelphia Grocery Stores](#)  
1/12/17

[PFMA Announces 2017 Ridge Scholars](#)  
4/10/17

[McCorkle Announces Plans to Step Down as PFMA President & CEO; Alex Baloga to lead the association as of July 1](#)  
5/30/17

[PFMA Announces New Officers & Board](#)  
5/31/17

[Five Members Honored for Legislative Advocacy](#)  
10/13/17

[Pa. Retailers and Growers Discuss Challenges during Agriculture Summit](#)  
11/9/17

[PFMA Commends House for Passing Credit/Debit Card Skimming Bill](#)  
12/7/17

[PFMA Applauds HB 290 Passage](#)  
12/7/17

## Newsletters & Reports

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The Communications team published nine issues of the Spectrum newsletter in 2017. It featured legislative and regulatory coverage, store openings, anniversaries, trade shows and other feature articles along with industry news and webinar information. The Spectrum is available [here](#).

PFMA published a [Legislative Review](#) highlighting legislative and regulatory issues for 2016 and the [Annual Report for 2016](#), which was presented in May during the annual conference. In addition, PFMA published the 2017 Membership Directory/Buyer's Guide, which was mailed to every primary member to be used throughout the year.

## Social Media

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PFMA was very active on Facebook, Twitter and LinkedIn this year. We shared articles of interest to the food industry and original photos and articles. Our social media posts are the best way to find industry news.



**281 people follow us on [Facebook](#)**  
**How about you?**



**We've [tweeted](#) 550 times. 71 people are following us.**  
**How about you?**



**Our [LinkedIn Group](#) has 394 members**  
**Join us and start a conversation.**