

When I shop at Hannaford Supermarket I usually pick up a 14oz container of milk from the dairy cooler adjacent to the express check out line. I enjoy the refreshing drink on the journey home. Recently I observed that the dairy cooler had been replaced with a soft drink cooler. I tracked down the store manager and inquired as to what was going on.

Hannaford recently negotiated a new contract for the cooler spaces at the front of the store. Since soft drink companies have large amounts of cash they out bid the dairy company for that space. This is a company wide initiative and all Hannaford stores will have removed the dairy coolers at the checkout lines within approximately forty-five days.

Hannaford is a good corporate supporter of local agriculture. They buy seasonal produce from local farmers and they support the Local Farms initiative. Their decision to remove dairy coolers from the checkout lines was, however, a poor corporate decision. Local dairy farmers are struggling and need all the support they can find. In addition, the First Lady, Michelle Obama has launched a program to fight obesity. The placement of soft drink coolers at the checkout lines thwarts the First Lady's initiative.

If you feel as I do that Hannaford made an error in judgment then join me in contacting them at: Hannaford Supermarkets, 145 Pleasant Hill Road, Scarborough, ME 04074 or call 1-800-213-9040 and ask that they place a dairy cooler dispensing single servings of milk at the front of the store.