



Arizona Food Marketing Alliance
120 East Pierce Street
Phoenix, AZ 85004

Dear Mayors and County Supervisors,

The Arizona Food Marketing Alliance “AFMA” is a trade association representing grocery and convenience stores, and food suppliers throughout Arizona. Our members have taken a multitude of safety measures to ensure that customers, employees, and vendors are able to shop and work in a safe environment.

All retailers have installed signage at the front of their stores that reflects city and/or county mask requirements. The retailers have reduced the number of shoppers in stores to 50% of the Fire Marshall’s requirements. In-store customer traffic flow arrows are found on aisles to help with distancing. Collectively we have worked methodically to ensure shoppers have a safe environment when visiting stores.

A few cities have eliminated their requirements for masks. We understand that several other cities are considering discontinuing their mandatory masks policies as well. We believe that with your mask requirements and our industry efforts, together we have helped position Arizona as a leader in the fight against COVID-19.

Several months ago, Arizona was a major hot spot in the nation, but today our state’s numbers are among the best in the country. Now is not the time to retreat from all the favorable results we have accomplished together.

Your support in these efforts will keep Arizona in the safe zone and help bring back seasonal residents and tourists. Please keep your mask requirements in place to guard against another rise in COVID-19 cases this fall and winter.

Thank you,

Mark Miller, President
Arizona Food Marketing Alliance

