Retail Supply Chain Update
July 23, 2020

**Hy-Vee to distribute 3 million free face masks to shoppers**

- Program called ‘Mask It Up To Shut COVID Down. It’s Your Choice.’ aims to educate customers.
- Midwestern grocer Hy-Vee will begin providing face masks at all of its stores starting on July 27.
- Employees will be stationed at the front entrance to hand out masks to customers not wearing one before they start shopping, the West Des Moines, Iowa-based company said. Customers will also see signs, employee attire and other reminders inside the store about the educational campaign.
- Hy-Vee currently doesn’t require that shoppers to wear face coverings at all of its stores, although some states and municipalities in the retailer’s market area mandate face masks in public spaces, according to Director of Public Relations Christina Gayman.

**FMI, NGA back tax relief bill for essential workers**

- FMI-The Food Industry Association and the National Grocers Association have thrown their support behind new federal legislation that would temporarily suspend taxes for essential workers, including in the grocery industry.
- U.S. Sen. Joni Ernst, R-Iowa, yesterday introduced the Financial Relief Noting The Large Impact Of Our Nation’s Essential Employees (FRNT LINE) Act, which would suspend federal income taxes for essential workers up to an annual income cap set at the highest level of pay for an enlisted person in the U.S. Armed Forces. The bill also would suspend federal payroll taxes for essential workers who earn up to $50,000 annually.
- According to Ernst, the measure would enable critical workers on the front lines of the coronavirus pandemic to keep more of their hard-earned pay.
- The period of tax relief under the FRNT LINE Act would run from April 1, 2020, to the date that the federal emergency declaration for COVID-19 is lifted, with an automatic sunset on Dec. 31, 2020.