

NOTICE TO THE TRADE – DeCA NOTICE 11-102

SUBJECT: Selection of Suppliers for DeCA Brand-Name Fresh Chicken Merchandising Program

The purpose of this Notice to the Trade (NTT) is to notify Industry of the final selection of suppliers for the DeCA Brand-Name Fresh Chicken Merchandising Program for the six marketing sales areas. The program will commence on or about September 1, 2011 and end on August 31, 2012, with the potential for two 1-year renewal options.

Note that the decision to exercise renewal options is the unilateral right of the government and will be based upon such things as supplier performance; strict adherence to the mandatory requirements; and other criteria specified in the NTT 11-77, dated June 10, 2011, and NTT 11-81, dated June 17, 2011, for the DeCA Brand-Name Fresh Chicken Merchandising Program.

Based on the best value to our military customers, the following companies have been selected as our suppliers for the DeCA Brand-Name Fresh Chicken Merchandising Program:

Suppliers for Marketing Sales Areas are as follows:

- **Area 1 – Central, Northeast:**
 - **Primary: Pilgrim's Pride**
 - **Secondary: Tyson Foods**
- **Area 2 – Southern, Midwest:**
 - **Primary: Pilgrim's Pride**
 - **Secondary: Tyson Foods**
- **Area 3 – Southwest:**
 - **Primary: Tyson Foods**
 - **Secondary: Foster Farms**
- **Area 4 – Northwest:**
 - **Primary: Tyson Foods**
 - **Secondary: Foster Farms**
- **Area 5 – Alaska:**
 - **Primary: Foster Farms**
 - **Secondary: None Selected**
- **Area 6 – Hawaii:**
 - **Primary: Foster Farms**
 - **Secondary: State Poultry Processors (50th State Poultry)**

My point of contact for this action is Mr. LaRue Smith, Category Manager, (804) 734-8000, extension 4-8255.

//signed//
Christopher T. Burns
Director of Sales