

MPSP

November 17, 2011

NOTICE TO THE TRADE - DeCA NOTICE 12-07

SUBJECT: Round Table Discussion – DeCA Brand Name Fresh Chicken Merchandising Program

A round table discussion on the DeCA Brand Name Fresh Chicken Merchandising Program will be held on Thursday, December 8, from 1 pm to 5 pm in the boardroom at the Defense Commissary (DeCA) Agency Headquarters, 1300 E Avenue, Fort Lee, Virginia 23801-1800. All interested participants are invited.

The purpose of this Round Table is to discuss the establishment of a Brand Name Fresh Chicken Merchandising Program for the year beginning 2012. It is highly encouraged that senior management officials from potential suppliers be in attendance. The DeCA Executive Director of Sales, Marketing and Policy will welcome the participants, open the meeting, and will outline the Agency's objectives and discuss the changes to the new chicken program.

Topics for discussion include, but not limited to, the following:

- Order lead time/order adjustment windows
- Delivery schedule requirements
- Area of responsibility dealing with NIS/short shipments and contingency plan to fill orders
- Product attributes
- Patron savings
- Program length
- Guaranteed sales/buy back (unsold chicken)
- Mandatory requirements
- Core and discretionary items/RSL codes
- Georgia/Los Angeles dock pricing
- USDA grading/signage requirements
- Vendor stocking

Discussion will include proposed program changes to the following:

- Program marketing areas
- Pricing
 - EDLP/Modified EDLP
- Promotions/price reductions
 - Targeted/Item specific

- Prioritized criteria
- Increase in poultry percentage of meat case
- Display space allocation for chicken
- Standardized number of core items
- Class of store - required or optional participation

Additional questions, suggestions, recommendations, and/or concerns relating to the new Brand Name Fresh Chicken Merchandising Program should be submitted in writing and received by DeCA no later than December 1. You may submit your comments via mail at, Defense Commissary Agency, Sales, Marketing, and Policy, ATTN: MPSP (Mr. Lou Kennedy), 1300 E. Avenue, Fort Lee, Virginia 23801-1800, or email louis.kennedy@deca.mil. This will enable DeCA to set up a final agenda to help facilitate the round table.

My point of contact for this action is Mr. Louis Kennedy, Category Manager, (804) 734-8000, extension 4-8232, or louis.kennedy@deca.mil. Thank you for your participation and cooperation in this endeavor. We look forward to a successful collaboration.

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Christopher T. Burns
Director of Sales