



DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

MPS

March 10, 2014

NOTICE TO TRADE – DeCA NOTICE 14-29

SUBJECT: “Your Healthy Lifestyle Festival ~ *Shop Healthy! Eat Healthy! Be Healthy!*”

DeCA is always looking for ways to partner with the Exchanges and MWR in an effort to provide a more convenient and exciting way for our military service members and their families to shop as well as maximize our sales events. With DOD’s new Healthy Base Initiative (HBI) underway, DeCA has created a special promotion that combines a past success with our DOD partners plus continues to offer it at a time when most patrons are ready to *get fit*. It is called, **“Your Healthy Lifestyle Festival ~ *Shop Healthy! Eat Healthy! Be Healthy!*”**

This sales extravaganza will consist of the commissaries’ farmers markets, Industry partners, the Exchanges’ sports and fitness sidewalk sales and MWR’s fitness events. The festival will be held in or near the commissary parking lot and offer a festival atmosphere to include various fitness activities in addition to the farmers market which will focus on healthy choices in fresh produce and Go Green items. The exchanges may offer sidewalk sales that could include fitness apparel, shoes and equipment while our Industry partners may offer healthy food samplings, demonstrations, coupon bundling and giveaways. MWR may have run/walks to kick off the event in addition to children’s activities and summer sports sign-ups.

These events have occurred in the past in a very successful manner under the name of Family Fun Fitness Festival. This new event coincides with the overarching theme of “living a healthier lifestyle”. **This special event will be offered worldwide on a planned 3-day weekend between June 6 – July 6** (the commissaries will offer suggested dates to their military community partners). DeCA’s Marketing Team is working with all of the DOD service benefits agencies to establish the updated standard operating guidelines and marketing campaign.

If you have any questions about offering your select “healthy” products to be placed on special during that timeframe, please contact your respective category manager as soon as possible. There are numerous ways to take part in these events from having a sampling table alongside the produce market, handing out bundling coupons, or offering a promotional inflatable/game/event to add to the festivities that coincide with a healthy fitness lifestyle. If you have any questions pertaining to the special event, please contact Sallie Cauthers; Marketing & Mass Communication Specialist at (804) 734-8000, ext. 48769; sallie.cauthers@deca.mil.

Randy Chandler
Director of Sales

2014 PROMOTIONAL CALENDAR - UPDATED MARCH 19, 2014

Month	Promo Period	Date of Displays		Duration of Displays	Month of Presentation	Minimum FDS / DSD Promotional Pricing Period Required for "K" Items		Pricing Period Length	DEADLINE TO SUBMIT PRICING FOR "K" ITEMS	Minimum FDS / DSD Promotional Pricing Period Required for "O" Items	DEADLINE TO SUBMIT PRICING FOR "O" ITEMS	Current DeCA Promo Themes
JAN	1	9-Jan-14	22-Jan-14	2	AUG	1-Jan-14	31-Jan-14	30	10-Dec-2013	Oct 1, 2013-JAN 31, 2014	10-Sep-13	PROMISES FOR THE NEW YEAR SALE
JAN	2	23-Jan-14	5-Feb-14	2	AUG	16-Jan-14	15-Feb-14	30	25-Dec-2013	OCT 16, 2013-FEB 15,2014	25-Sep-13	SUPER BOWL OF SAVINGS (Super Bowl - Feb 2)
Feb	3	6-Feb-14	19-Feb-14	2	SEPT	1-Feb-14	28-Feb-14	30	10-Jan-2014	NOV 1,2013-FEB 28, 2014	10-Oct-13	A BLIZZARD OF WINTER SAVINGS (Valentines Day - Feb 14)
Feb	4	20-Feb-14	5-Mar-14	2	SEPT	16-Feb-14	15-Mar-14	30	25-Jan-2014	NOV 16,2013-MAR 15, 2014	25-Oct-13	CHILLIN DOLLAR DAY SALE
Mar	5	6-Mar-14	19-Mar-14	2	OCT	1-Mar-14	31-Mar-14	30	10-Feb-2014	DEC 1, 2013-MARCH 31,2014	10-Nov-13	MARCH FROZEN FOOD MONTH / MARCH MADNESS
Mar	6	20-Mar-14	2-Apr-14	2	OCT	16-Mar-14	15-Apr-14	30	25-Feb-2014	DEC 16, 2013-April 15,2014	25-Nov-13	NATIONAL NUTRITION MONTH SPECIALS
Apr	7	3-Apr-14	23-Apr-14	3	NOV	16-Mar-14	30-Apr-14	45	25-Feb-2014	DEC 16, 2013-April 30,2014	25-Nov-13	MONTH OF THE MILITARY CHILD (Easter - April 20)
Apr	8	24-Apr-14	7-May-14	2	NOV	16-Apr-14	15-May-14	30	25-Mar-2014	JAN 16, 2014-MAY 15, 2014	25-Dec-13	EARTH MONTH DOLLAR DAY SALE
May	9	8-May-14	21-May-14	2	DEC	1-May-14	31-May-14	30	10-Apr-2014	FEB 1, 2014-May 31,2014	10-Jan-14	MOTHER'S DAY CELEBRATION / MILITARY APPRECIATION MONTH
May	10	22-May-14	4-Jun-14	2	DEC	16-May-14	15-Jun-14	30	25-Apr-2014	FEB 16,2014-JUNE 15,2014	25-Jan-14	DeCA SALUTES MEMORIAL DAY SALE (May 26)
Jun	11	5-Jun-14	18-Jun-14	2	JAN	1-Jun-14	30-Jun-14	30	10-May-2014	MARCH 1, 2014-JUNE 30, 2014	10-Feb-14	FATHER'S DAY BARGAINS / HEALTHY LIFESTYLE FESTIVAL
Jun	12	19-Jun-14	9-Jul-14	3	JAN	1-Jun-14	15-Jul-14	45	10-May-2014	MARCH 1, 2014-JULY 15, 2014	10-Feb-14	LET FREEDOM RING SAVINGS SPECTACULAR (July 4)
Jul	13	10-Jul-14	23-Jul-14	2	FEB	1-Jul-14	31-Jul-14	30	10-Jun-2014	April 1,2014 -July 31,2014	10-Mar-14	MAKE A SPLASH WITH SUMMER SAVINGS (CONTINUATION OF FARMERS MARKETS IN JULY & AUG)
Aug	14	24-Jul-14	6-Aug-14	2	MAR	16-Jul-14	15-Aug-14	30	25-Jun-2014	APRIL 16,2014 -AUGUST 15,2014	25-Mar-14	HOT WEATHER HEAVY SPECIALS
Aug	15	7-Aug-14	20-Aug-14	2	MAR	1-Aug-14	31-Aug-14	30	10-Jul-2014	MAY 1, 2014-AUGUST 31,2014	10-Apr-14	LUNCH BOX FULL OF SAVINGS / DOLLAR DAYS
Sep	16	21-Aug-14	10-Sep-14	3	APR	16-Aug-14	15-Sep-14	30	25-Jul-2014	MAY 16, 2014-SEPT 15,2014	25-Apr-14	LABOR DAY BARGAINS (Sept 1)
Sep	17	11-Sep-14	24-Sep-14	2	APR	1-Sep-14	30-Sep-14	30	10-Aug-2014	JUNE 1,2014-SEPT 30,2014	10-May-14	GREAT TAILGATE PARTY OF SAVINGS
Oct	18	25-Sep-14	8-Oct-14	2	MAY	16-Sep-14	15-Oct-14	30	25-Aug-2014	JUNE 16, 2014-OCT 15,2014	25-May-14	DeCA'S 22nd ANNIVERSARY SALE / OKTOBERFEST CELEBRATION
Oct	19	9-Oct-14	22-Oct-14	2	MAY	1-Oct-14	31-Oct-14	30	10-Sep-2014	JULY 1, 2014- OCT 31,2014	10-Jun-14	AUTUMN DOLLAR DAYS
Nov	20	23-Oct-14	12-Nov-14	3	JUNE	16-Oct-14	15-Nov-14	30	25-Sep-2014	JULY 16,2014- NOV 15, 2014	25-Jun-14	SUPPORT YOUR VETERAN'S DAY SALE (Nov 11) (Halloween Oct 31)
Nov	21	13-Nov-14	3-Dec-14	3	JUNE	1-Nov-14	15-Dec-14	45	10-Oct-2014	AUGUST 1, 2014-DEC 15,2014	10-Jul-14	THANKSGIVING DAY DINNER FESTIVITIES (Nov 27)
Dec	22	4-Dec-14	17-Dec-14	2	JUL	16-Nov-14	31-Dec-14	45	25-Oct-2014	AUG 16,2014 -DEC 31, 2014	25-Jul-14	THE GREAT HOME FOR THE HOLIDAYS SALE
Dec	23	18-Dec-14	7-Jan-15	3	JUL	1-Dec-14	15-Jan-15	45	10-Nov-2014	SEPT 1, 2014-JAN 15, 2015	10-Aug-14	CELEBRATE THE SEASON SALE - Christmas Day (Dec 25)



Your Healthy Lifestyle Festival

Shop Healthy! Eat Healthy! Be Healthy!

Your commissary, exchange and MWR programs will host the first annual "Your Healthy Lifestyle Festival ~ *Shop Healthy, Eat Healthy Be Healthy!*" We invite you to one of the largest healthy lifestyle awareness days in military history.

Your commissary will offer their ever-popular farmers' market selling the **freshest produce** and coupon bundling specials that pair so well with fruits and vegetables. Our MWR partners may, once again, offer a variety of **fitness events** for children and adults to include walks/runs, fitness classes, and summer sports sign-ups. Your exchange **sidewalk sales** may include fitness shoe and apparel specials along with sports equipment and bicycles.

For time and dates check with your local commissary!



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