



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

MPS

September 4, 2014

NOTICE TO THE TRADE – DeCA NOTICE 14-77

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

A round table to discuss the DeCA Brand Name Chicken Merchandising Program for 2015 will be held on Tuesday, September 30, from 1-4pm. The discussion will take place at DeCA HQ in Multi-Purpose Room 106. All interested participants are invited to attend.

Topics for discussion are listed below. Any questions, suggestions, recommendations, or concerns relating to the Chicken Merchandising Program should be submitted in writing to the point of contact by close of business September 23; allowing time to finalize the agenda.

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

- Program marketing areas
- One, two, or three year program
- Guaranteed sales/buy back (unsold chicken)
- Multiple suppliers
- Mandatory requirements
- Core and discretionary items/RSL codes
- Promotions/price reductions/coupons
- Delivery schedules and delivery times
- Georgia/Los Angeles dock pricing
- USDA grading/signage requirements
- Display space allocation
- Vendor stocking
- Order lead time/adjustment windows
- Industry perspective on achieving competitive pricing/best patron savings
- Area of responsibility: NIS/short shipments and contingency plan to fill

Point of contact for this program is Mr. Norman Apt, Category Manager, Meat. Mr. Apt may be reached at 804-734-8000, extension 48216 or [norman.apt@deca.mil](mailto:norman.apt@deca.mil).

Sincerely,

Tracie L. Russ  
Director of Sales