



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

IN REPLY
REFER TO

MPS

28 January 2015

NOTICE TO THE TRADE – DeCA NOTICE 15-23

SUBJECT: 2015 FROZEN TURKEY MERCHANDISING PROGRAM

The purpose of this Notice to the Trade (NTT) is to inform all turkey suppliers that the Defense Commissary Agency (DeCA) has a requirement for frozen, brand-name: whole turkey, whole turkey breasts, and whole fully cooked turkeys and breasts.

These are four separate, independent requirements and suppliers are encouraged to submit a DeCA Form 40-15 (Display Presentation and New Item DeCA Form) for one, two, three, or all four requirements. Over the past years, the commissary has struggled to compete with frozen turkey prices downtown. The commissary frozen turkey prices must be competitive enough to maintain our customer base as well as continued loyalty to DeCA commissaries for their holiday dinners.

The Agency's goal is to provide our military customers with the most favorable pricing and savings on frozen whole turkeys and breasts during the holiday season selling period. The holiday season selling period is defined as October through December. Pricing for this program shall be in effect by August 1 to accommodate overseas ordering/shipping. The price quoted on your presentation form will encompass the period from August 1 to December 31. Please ensure the DeCA Form 40-15's are completely prepared in its entirety, prior to your presentation.

Product must be pre-priced with labels showing weight, price per pound, and total price, prior to delivery at DeCA commissaries. Vendor support is required and vendor stockers shall be available to stock product from opening to closing of the store. Display cases must be fully stocked with product at least 2 hours before store opening. All products are required to bear the USDA Grade-A label and all USDA required labeling shall be provided at the time of presentation. At a minimum, suppliers should be prepared to deliver two frozen turkey shipments per week. Delivery schedules shall be coordinated with each respective DeCA area and store. The estimated tonnage, based on whole turkey and breast sales, for last years' program is attached.

Areas of consideration will be for the following: (1) Central and Northeast (including Europe), (2) Southern and Midwest (including Cuba and Puerto Rico), (3) Southwest and Northwest (including Alaska, Hawaii, and the Pacific Theater). DeCA may select a primary and a secondary supplier per marketing area. Display case space will be allotted based on a 70/30 split, with the primary supplier receiving 70 percent of the allotted turkey space and secondary receiving the remaining 30 percent. Specific store locations by marketing area are provided on the DeCA Form 40-15.

DeCA's selection will be based on dollars sales, supplier's market share (market share for Cuba, Puerto Rico, Europe, and the Pacific Theater are not applicable), range of whole bird sizes, EDLP pricing, Rewards coupon offers, shelf coupons, product packaging/labeling, and additional marketing support that will make your turkey eye-appealing to the military patron.

Presentations should be submitted via e-mail to Ms. Iveena Henderson, Merchandising Specialist at iveena.henderson@deca.mil no later than close of business January 31, 2015.

Questions or concerns related to this NTT may be directed to Mr. James Taylor, Certified Category Manager via e-mail at james.taylor2@deca.mil. Thank you in advance for your participation in this endeavor. We look forward to seeing your presentations.

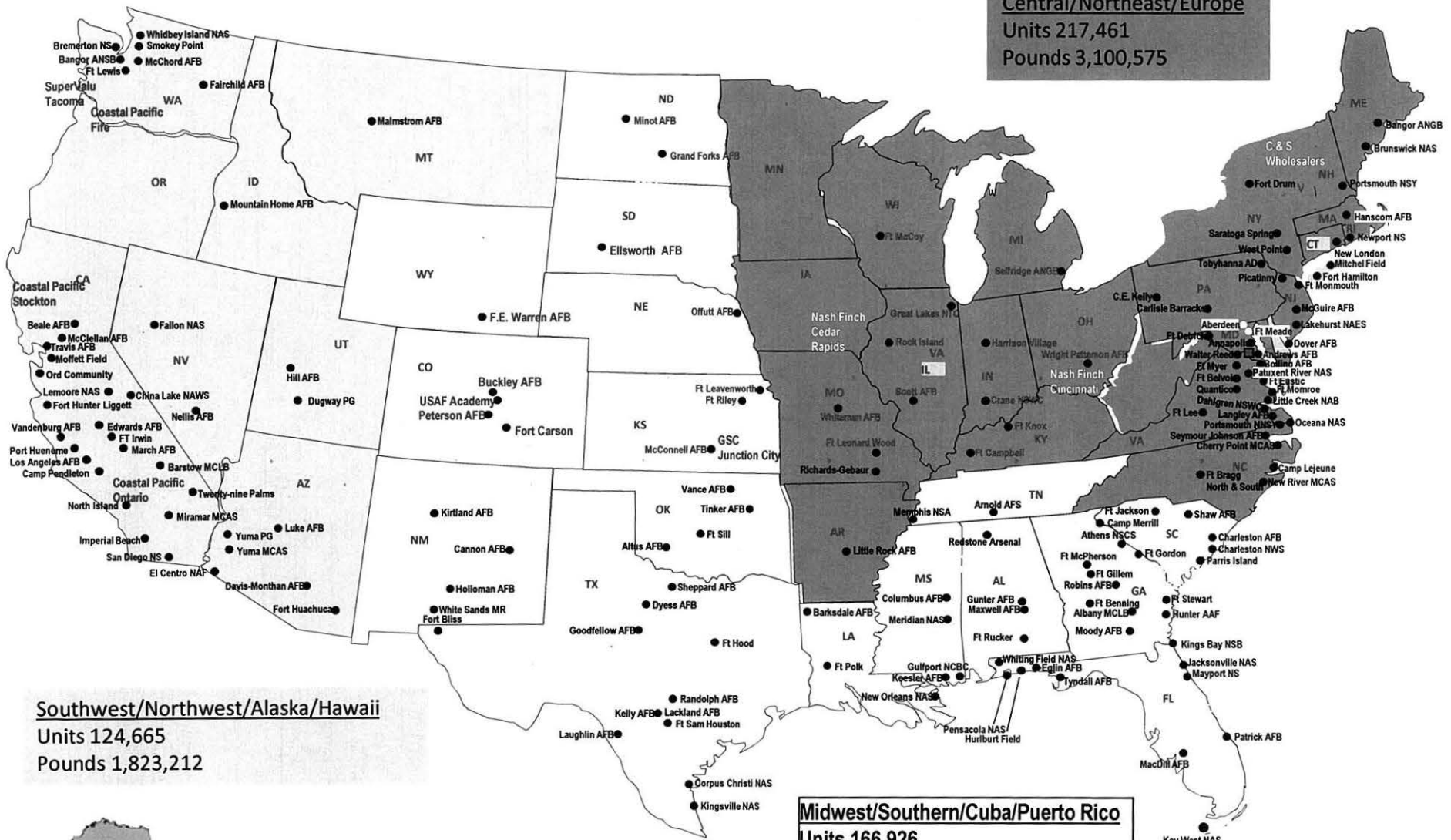


Tracie L. Russ
Director Sales

Attachment:
As stated

FROZEN TURKEY MARKETING SALES AREAS

Central/Northeast/Europe
 Units 217,461
 Pounds 3,100,575



Southwest/Northwest/Alaska/Hawaii
 Units 124,665
 Pounds 1,823,212

Midwest/Southern/Cuba/Puerto Rico
 Units 166,926
 Pounds 2,120,228

