

PSP

March 23, 2011

NOTICE TO THE TRADE – DeCA NOTICE 11-57

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

A round table to discuss the establishment of a Brand Name Chicken Merchandising Program for the year 2011 will be held on Tuesday, April 5, from 1300-1600. The discussion will take place at the Defense Commissary Agency Headquarters (DeCA). All interested participants are invited.

A list of topics for discussion is listed below. It is requested that any other questions, suggestions, recommendations, and concerns relating to the new Chicken Merchandising Program be submitted in writing, to the point of contact, by close of business March 28. This will enable DeCA to set up a final agenda to help facilitate the round table.

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

- Program Marketing Areas
- 1, 2, or 3 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/order adjustment windows
- Industry prospective on achieving competitive pricing and the best possible patron savings
- Area of responsibility dealing with NIS/short shipments and contingency plan to fill

If unable to attend the round table discussion, interested parties may submit their comments via mail to the Defense Commissary Agency, Marketing Business Unit, ATTN: PS (Mr. LaRue Smith), 1300 E Avenue, Fort Lee Virginia 23801-1800 or email [larue.smith@deca.mil](mailto:larue.smith@deca.mil).

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Christopher T. Burns  
Director of Sales