



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

MPM

June 4, 2020

NOTICE TO THE TRADE – DeCA NOTICE 20 – 47

SUBJECT: Recipe Inserts

The purpose of this Notice to the Trade (NTT) is to gauge our industry partner's interest in collaborating with the Defense Commissary Agency (DeCA) on Recipe Inserts. Attached are examples of previous recipes that were created.

Cooking more meals at home is a key strategy when improving the nutrition quality of the foods we eat. By providing our patrons with quality, delicious recipes and key messaging, we can increase our share of wallet by transitioning those dollars eating out spent back into the commissary.

As part of the Department of Defense strategy to improve the health and wellness of our service members and their families, there is a great emphasis to improve the nutrition quality of the diet. DeCA wants to offer up our large selection of dietitian approved recipes that industry could use, with the dietitian approved logo, to be included in magazine publications. In turn, our industry partners could promote their own items, by means of price, coupons, cross merchandising and/or exposure of the brand.

Now more than ever, with the need for social distancing, one way to do this is to cook more meals at home. By doing so, we can provide patrons with ideas to make this practice to protect their health, quick, easy and economical.

In the event that you have an item, with enough lead time, a dietitian approved recipe can be created, calling out the item (not by brand) by including it as an ingredient.

While this NTT will be ongoing, request initial interest in the program be communicated with Deborah M. Harris, Dietitian, who can be reached at Deborah.Harris2@deca.mil by close-of-business, Friday, June 19, 2020.

Hector Granado
Director, Marketing

PROUD, COMMITTED AND MORE.