



IN REPLY  
REFER TO

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

MPM

January 22, 2021

NOTICE TO THE TRADE – DeCA NOTICE 21-37

SUBJECT: Healthy Lifestyle Festival 2021

The purpose of this notice is to provide details regarding the Healthy Lifestyle Festival (HLF) 2021 scheduled to take place May 24 – July 4.

A major focus of HLF 2021, in addition to fresh fruits and vegetables and lean meats, will be our new Dietitian Approved Thumb (DAT) and USDA Organic label program that was deployed in mid-January. DAT, formerly known as the Nutrition Guide Program, currently contains nearly 3,200 consumer packaged goods that qualify for identification, along with nearly 2,000 items that qualify for USDA organic labels.

Both programs will be highlighted as a means to a healthy lifestyle. DeCA will be marketing this event to support both the DAT and Organic items via all social media platforms to ensure maximum exposure. We are asking that you place emphasis on these items in the way of additional support via cost reductions, coupon demos, point-of-sale material, special activities, etc. Deal of the Week and Rewards Card programs are also available to promote these items.

Important to note, if an item qualifies for DAT or Organic as an individual SKU, it will also qualify for the label should a club pack or multipack be offered in our club pack program. Attached is a list of all the items on our master file that qualify for DAT, Organic, or both to assist you in working with the category teams to support HLF 2021.

With the uncertainty of the current pandemic, it is impossible to plan massive in-store events at this time. As a result, any store events will have to be planned and coordinated locally given the individual restrictions in place. Please share any of your ideas that may be used to enhance the quality of this event for others. By doing so, we can better serve the men and women of the armed forces and their families as they so deserve.

The point of contact for this event is Michael A. Pulley, Chief Promotions and Marketing who can be reached at [Michael.pulley@deca.mil](mailto:Michael.pulley@deca.mil) or (804) 734-8000, extension 48521.

Thank you for your continued support!

Tracie L. Russ  
Director, Marketing

Attachments:  
As stated