

MPSP

NOTICE TO THE TRADE – DeCA NOTICE 12-69

April 5, 2012

SUBJECT: Selection of Suppliers for DeCA Brand Name Fresh Chicken Merchandising Program (NTT 12-37, Addendum NTT 12-54)

The purpose of this Notice to the Trade (NTT) is to notify Industry of the final selection of suppliers for the DeCA Brand Name Fresh Chicken Merchandising Program for the seven separate marketing sales areas for primary supplier: (Area 1) Northeast, (Area 2) Southern, (Area 3) Midwest and Central, (Area 4) Southwest, (Area 5) Northwest, (Area 6) Alaska, and (Area 7) Hawaii; and for eight separate marketing sales areas for secondary supplier: (Area 1) Northeast, (Area 2) Southern, (Area 3) Central, (Area 4) Midwest, (Area 5) Southwest, (Area 6) Northwest, (Area 7) Alaska, and (Area 8) Hawaii. The program will commence on or about July 1, 2012 and end on June 30, 2013, with the potential for two 1-year renewal options.

Note that the decision to exercise renewal options is the unilateral right of the government and will be based upon such things as supplier performance; strict adherence to the mandatory requirements; and other criteria specified in the NTT 12-37, dated February 13, 2012, and Addendum NTT 12-54, dated March 1, 2012, for the DeCA Brand Name Fresh Chicken Merchandising Program.

Based on the evaluation criteria set forth in NTT 12-37, and addendum NTT 12-54, the following suppliers have been selected for the respective marketing sales areas for the DeCA Brand Name Fresh Chicken Merchandising Program:

Suppliers for Primary Marketing Sales Areas are as follows:

- **Area 1 – Northeast: Tyson Foods**
- **Area 2 – Southern: Tyson Foods**
- **Area 3 – Midwest/Central: Tyson Foods**
- **Area 4 – Southwest: Tyson Foods**
- **Area 5 – Northwest: Tyson Foods**
- **Area 6 – Alaska: Foster Farms**
- **Area 7 – Hawaii: Foster Farms**

Suppliers for the Secondary Marketing Sales Areas are as follows:

- **Area 1 – Northeast: Perdue Farms**
- **Area 2 – Southern: Perdue Farms**
- **Area 3 – Central: Perdue Farms**
- **Area 4 – Midwest: Pilgrim's Pride**

- **Area 5 – Southwest: Foster Farms**
- **Area 6 – Northwest: Foster Farms**
- **Area 7 – Alaska: Draper Valley**
- **Area 8 – Hawaii: 50th State Poultry**

My point of contact for this action is Ms. Joyce B. Chandler, Acting Chief, Perishable Division, (804) 734-8000, extension 4-8238.

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Christopher T. Burns
Director of Sales