

MPSP

February 2, 2012

NOTICE TO THE TRADE – DeCA NOTICE 12-41

SUBJECT: Cross Merchandising Support for “Go Lean with Protein” Program

The purpose of this Notice to the Trade (NTT) is to announce the Defense Commissary Agency’s (DeCA) request for cross merchandising support for the fresh meats new initiative, “Go Lean with Protein”. The “Go Lean with Protein” program is designed to promote healthy eating and home cooked meal cost advantages. This program includes three each of beef, pork, and seafood portion controlled options that maintain an average of 170 calories per serving. By promoting specific, center of the plate proteins complimented by cross merchandised side items, we are targeting a full meal solution at 500-600 calories.

Presentations are welcome any time after receipt of this NTT. You may schedule your meeting with Mr. Les Simpson, by contacting Ms. Elvia Buenrostro, Secretary, 804-734-8000, extension 4-8084, or elvia.buenrostro@deca.mil. Your presentations may also be submitted via mail at, Defense Commissary Agency, Sales, Marketing, and Policy, ATTN: MPSP (Mr. Les Simpson), 1300 E. Avenue, Fort Lee, Virginia 23801-1800, or les.simpson@deca.mil. All presentations should be received at DeCA no later than February 29.

Questions or concerns related to this NTT may be directed to my point of contact, Mr. Les Simpson, Meat Program Manager, (804) 734-8000, extension 4-8446, or les.simpson@deca.mil. Thank you for your participation in this endeavor. We look forward to working with you.

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Christopher T. Burns
Director of Sales