

MPSP

March 1, 2012

NOTICE TO THE TRADE – DeCA NOTICE 12-54

SUBJECT: Addendum to DeCA Notice to the Trade 12-37, DeCA Brand Name Fresh Chicken Merchandising Program

The purpose of this Notice to the Trade (NTT) is to make clarifications and revisions to DeCA NTT 12-37, DeCA Brand Name Fresh Chicken Merchandising Program, dated February 13, 2012.

a. Reference the NTT 12-37, page 3, paragraph 4, the 3rd sentence, eliminate the word “package” and change the verbiage to read as follows:

The program will consist of “core items” which all stores will stock, and a number of “discretionary items” which will be stocked based on store size. Of the space dedicated to fresh poultry, the primary chicken supplier will initially be given 70 percent, and the secondary supplier will initially be given 30 percent of the fresh chicken display space in all marketing sales areas. Failure to produce volume equal to the percentage of display space allocated, (primary 70 percent, or secondary 30 percent), may result in a decrease of shelf space allocated. DeCA reserves the right to re-evaluate and make changes to the space allocation between the primary and secondary suppliers. Space allocation may be evaluated twice a year and will be adjusted if deemed necessary. Individual store data will not be used to make changes to space allocation. All changes will be made based upon the agency’s data on product sales performance in each marketing sales area.

b. Reference the NTT 12-37, Mandatory Requirements, attachment 5, page 2, Mandatory Requirement number 9, change verbiage to read as follows:

9. DeCA reserves the right to re-evaluate and make changes to the initial space allocation between the primary supplier (70 percent) and secondary supplier (30 percent). This space allocation may be re-evaluated and decreased if a primary or secondary provider fails to produce volume (volume may encompass tonnage, equivalized units and packages) equal to the percentage of display space allocated. Any changes made will be based upon the agency’s data on product sales performance in each marketing sales area. Space allocation may be evaluated twice a year and will be adjusted if deemed necessary.

Questions or concerns related to this NTT may be directed to my point of contact, Mr. Louis Kennedy, Category Manager, at (804) 734-8000, extension 4-8232, or louis.kennedy@deca.mil.

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Christopher T. Burns
Director of Sales