

MPSP

June 27, 2012

NOTICE TO THE TRADE – DeCA NOTICE 12-109

SUBJECT: DeCA Brand Name Fresh Chicken Space Allocation

The purpose of this Notice to the Trade (NTT) is to announce the space allocation changes effective with the new Fresh Chicken Merchandising Program.

Effective July 1, the Fresh Poultry will acquire 35 percent of the Fresh Meat Display Case in all marketing sales areas. In the Southern and Midwest marketing sales areas, fresh turkey will be allocated 7 percent of the space dedicated to fresh poultry. In the Northeast and Central marketing sales areas, fresh turkey will be given 9 percent of the space dedicated to fresh poultry. In the Northwest, Southwest, Alaska, and Hawaii marketing sales areas, fresh turkey will acquire 11 percent of the space dedicated to fresh poultry.

The remaining fresh poultry space will be split 70/30 with 70 percent set to the Primary Supplier and 30 percent to the Secondary Supplier.

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.

//signed//

Christopher T. Burns
Director of Sales