

MPSP

January 25, 2012

NOTICE TO THE TRADE – DeCA NOTICE 12-35

SUBJECT: Brand Name Frozen Whole Turkeys and Turkey Breasts and Whole Fully Cooked Turkeys and Breasts

The purpose of this Notice to the Trade (NTT) is to inform all turkey suppliers that the Defense Commissary Agency (DeCA) has a requirement for frozen, brand-name: whole turkey, whole turkey breasts, and whole fully cooked turkeys and breasts.

These are four separate, independent requirements and suppliers are encouraged to submit a DeCA Form 40-15 (Display Presentation and New Item DeCA Form) for one, two, three, or all four requirements. Over the past years, the commissary has struggled to compete with frozen turkey prices downtown. The commissary frozen turkey prices must be competitive enough to maintain our customer base as well as continued loyalty to DeCA commissaries for their holiday dinners.

The Agency's goal is to provide our military customers with the most favorable pricing and savings on frozen whole turkeys and breasts during the holiday season selling period. The holiday season selling period is defined as October through December. Pricing for this program shall be in effect by August 1 to accommodate overseas ordering/shipping. The price quoted on your presentation form will encompass the period from August 1 to December 31. Please ensure the DeCA Form 40-15's are completely prepared in its entirety, prior to your presentation.

Product must be pre-priced with labels showing weight, price per pound, and total price, prior to delivery at DeCA commissaries. Vendor support is required and vendor stockers shall be available to stock product from opening to closing of the store. Display cases must be fully stocked with product at least 2 hours before store opening. All products are required to bear the USDA Grade-A label and all USDA required labeling shall be provided at the time of presentation. At a minimum, suppliers should be prepared to deliver two frozen turkey shipments per week. Delivery schedules shall be coordinated with each respective DeCA area and store. The estimated tonnage, based on whole turkey and breast sales, for last years' program is attached.

Areas of consideration will be for the following: (1) Central, (2) Northeast (including Europe), (3) Southern (including Cuba and Puerto Rico), (4) Midwest, (5) Southwest, and (6) Northwest (including Alaska, Hawaii, and the Pacific Theater). DeCA may select a primary and a secondary supplier per marketing area. Display case space will be allotted based on an 80/20 split, with the primary supplier receiving 80 percent of the allotted turkey space and secondary receiving the remaining 20 percent. Specific store locations by marketing area are provided on the DeCA Form 40-15.

In conjunction with the best price offered, DeCA will be looking at the supplier's market share (market share for Cuba, Puerto Rico, Europe, and the Pacific Theater are not applicable), range of whole bird sizes, on-pack coupons offered, product packaging/labeling, and additional marketing support that will make your turkey eye-appealing to the military patron.

The Sales Directorate will accept presentations from potential suppliers at DeCA Headquarters, from February 1-9. All presentations will not exceed 1 hour per firm, regardless of the number of requirements submitted. You may schedule your meeting with Ms. Randi Robinson, by contacting Ms. Elvia Buenrostro, Secretary, 804-734-8000, extension 4-8084, or elvia.buenrostro@deca.mil no later than January 31. Your presentations will also be accepted via mail at, Defense Commissary Agency, Sales, Marketing, and Policy, ATTN: MPSP (Ms. Randi Robinson), 1300 E. Avenue, Fort Lee, Virginia 23801-1800 or email randi.robinson@deca.mil. All presentations should be received at DeCA no later than February 10.

Questions or concerns related to this NTT may be directed to my point of contact, Mr. Lou Kennedy, Category Manager, 804-734-8000, extension 4-8232, or lou.kennedy@deca.mil. Thank you in advance for your participation in this endeavor. We look forward to seeing your presentations.

//signed//
Christopher T. Burns
Director of Sales

Attachment:
As stated