



DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

REPLY TO
ATTENTION OF

PSP

DEC 10 2008

NOTICE TO THE TRADE – DeCA NOTICE 09-13

SUBJECT: Healthier Eating Matrix Input from Industry

This Notice to the Trade provides information regarding the Marketing Business Unit's (MBU) Healthier Eating Matrix (HEM). The Defense Commissary Agency (DeCA) is requesting support for promoting healthier eating habits in the commissaries. Our goal is to have a program that continually reminds customers of healthy eating options and the benefits of eating healthy. The Perishable Division of the MBU has developed a template to promote this goal. We have indicated which of our target groups - Children, Soldiers, or Seniors - we want to focus on during each of the display periods.

The MBU is asking Industry to identify items that fit within the various target groups of the attached template. These items should also be of good price/value for our patrons. Items submitted should coincide to the USDA website themes (www.myPyramid.gov) of:

- Making half your grains whole grains
- Vary your veggies
- Focus on fruits
- Get calcium rich foods
- Go lean with protein
- Change your oil
- Don't sugarcoat it

Potential items for this program will be presented in accordance with regular promotional display offers, within the normal time lines for the DP, and to the appropriate category buyer or category manager for that commodity. Please see the attached excel spreadsheet for the matrix.

The following data elements are required on a DeCA Form 40-15 for all input:

- Items for specific display periods (DP) and indicate for what target group

- Promotional pricing for the DP, allowing for order lead times
- How the items will be supported at store level with point of sale materials
- What educational materials will be at store level to support items
- What tie-ins will there be with on-base activities

Thank you for your participation and cooperation in this endeavor. The point of contact for this action is Mr. Max Goldfarb, 804-734-8000, ext 48382, max.goldfarb@deca.mil.



Randall Chandler
Director of sales

Attachment:
As stated

Healthier Eating Promotions

DP #	Commodity	Item	UPC	Promo Price	POS Material	Educational Material	On Base Tie In
DP #X	Produce		SAMPLE ONLY				
	Children	Sliced apples	Disney	x xxxxx xxxxx	\$x.xx	Signs & banners	Handouts
	Soldiers	Juice, engery	Odwalla	x xxxxx xxxxx	\$x.xx	Signs & banners	Handouts
	Seniors	Juice, health	POM Wonderful	x xxxxx xxxxx	\$x.xx	Signs & banners	Handouts
							Child care center
							MWR
							clinic
DP #3	Produce						
	Children						
DP #5	Frozen						
	Soldier						
DP #7	Chill						
	Seniors						
DP #9	Packaged						
	Meat						
	Children						
DP #11	Meat						
	Soldiers						
DP #13	Produce						
	Seniors						
DP #15	Frozen						
	Children						
DP #17	Chill						
	Solders						

Healthier Eating Promotions

DP #	Commodity	Item	UPC	Promo Price	POS Material	Educational Material	On Base Tie In
DP #19	Packaged Meat						
	Seniors						
DP #21	Meat						
	Children						