



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

REPLY TO  
ATTENTION OF

PSP

JAN 7 2009

NOTICE TO THE TRADE-DeCA NOTICE 09-19

SUBJECT: Produce Promotional Calendar – 2009

The intent of this Notice to Trade is to introduce our new produce department cross merchandising sales program. We are offering an opportunity for our industry partners to submit proposals for grocery items that will be cross merchandised in produce. These items must promote the sale of produce. The attached matrix provides suggested themes for promotions. You will also find a list of typical produce items that may be on promotion during the time frames indicated.

In addition to the normal sales goal of 30 percent savings, offers will be evaluated on value added factors such as coupons and demos. We will evaluate proposals and select those that present the appropriate tie in with produce and most potential for increased produce sales.

These cross merchandising promotions will be mandatory and the number of items displayed will be predicated on class of store. Companies not chosen for these promotions will not be permitted to cross merchandise in produce. Companies will ensure that displays are built by their vendor stocker and replenishment stocking is accomplished by the vendor stocker daily. Produce managers will coordinate with the store CAO, for frequent delivery schedule (FDS), to ensure sufficient quantities are ordered for stock replenishment.

The time frames for presentations will coincide with the published time frames for the Marketing Business Unit (MBU). Accepted offers will be displayed for two consecutive display periods and published in the normal MBU display package. Items already displayed in the produce section can be presented for secondary display locations within the produce section via vendor provided racks/shippers etc.

Refrigerated items will be considered, however, we will be selective as all stores do not have the same chilled capability. Use of mobile display cases is authorized.

For any additional information please contact Bridget Bennett or Max Goldfarb of the MBU/Perishable Division at 804-734-8000 ext. 48200 or 48328.

A handwritten signature in black ink that reads "R Chandler".

Randall Chandler  
Director of Sales

Attachment:  
As Stated

PRODUCE CROSS MERCHANDISING 2009

MONTH	DECA PROMOTION	DATES	PRODUCE ITEMS
JANUARY	PRODUCE WEIGHT LOSS	JAN. 8-FEB. 4	NAVELS GRAPES CLEMANTINES APPLES STRAWBERRIES AVOCADOS PISTACHIOS(BULK) BAGGED SALADS
THEME(S):	FRUITS AND VEGGIES WON'T GO TO WAIST SUPERBOWL (FEB 1) MAKE A "SUPER" SALAD "BOWL"		
FEBRUARY	PRODUCE VALENTINES DAY	FEB. 5-MAR. 4	POTATOES GOLDEN PINEAPPLE STRAWBERRIES CHILE GRAPES ORIENTAL SPECIALTIES BOK CHOY MANDARIN ORANGES TANGERINES DRIED FRUITS
THEME(S):	"YOUR FAVORITE HEARTS DESERVE A HEALTHY HEART" POTATO LOVER'S MONTH THIS "SPUDS" FOR YOU BREAKFAST, LUNCH, AND DINNER		
MARCH	PRODUCE SAINT PATRICKS DAY	MAR. 5-APR. 1	CABBAGE STEW MIX CARROTS ASPARAGUS ONIONS
THEME(S):	"MAKE GREEN CUISINE PART OF TODAY'S ROUTINE" DAYLIGHT SAVINGS "DAY"LIGHT SAVINGS FOR THOSE NIGHTIME CRAVINGS, SNACK HEALTHY"		

PRODUCE CROSS MERCHANDISING 2009

APRIL

THEME(S):

PRODUCE  
HEALTHY EATING

APR. 2-APR. 29

PLANTS  
CORN  
VIDALIA ONIONS  
SWEET POTATO

EASTER

WHAT'S YOUR HEALTHY HABIT?

FRUIT AND VEGGIE HUNT

ALL FORMS COUNT

KID'S GAMES

BANANA RAMA

POTATO  
GREEN BEANS  
STRAWBERRIES

SHARE YOUR "NEW" IDEAS TO CONSUME

THE EVERYDAY BANANA

"FREE BANANAS" FOR A YEAR

MAY

THEME(S):

PRODUCE  
CINCO DE MAYO

APR. 30-JUNE 3

PLANTS  
CHERRIES  
STRAWBERRIES  
BLUEBERRIES  
WATERMELONS

WELCOME TO MARGARITAVILLE  
(FOOD, FUN, AND LAUGHTER)

MARIACHI BANDS, DEMOS, ETC.

MOTHERS DAY IS EVERYDAY

LET'S MAKE THIS A SPECIAL FINALE,

QUICK EASY MEALS, GIFT PACKS,

GIFT CERTIFICATES, GIVE AWAYS,

BASKETS TO PAMPER

MEMORIAL DAY

ONIONS  
AVOCADOS  
ASST. PEPPERS  
CORN

CELEBRATE AND COMMEMORATE

PICO DE GALLO

JUNE

THEME(S):

PRODUCE  
FATHERS DAY/BASEBALL

JUNE 4-JULY 8

GRAPES  
PEACHES  
NECTARINES  
PLUMS

"STEP UP TO THE PLATE" AND

"TAKE HOME" A SUMMER SALAD"

4TH OF JULY BBQ

"FREEDOM OF CHOICE, SO..

MAKE A HEALTHY CHOICE"

WHAT TYPE OF HEALTHY ALTERNATIVES

CAN YOU OFFER?

CANTALOUPE  
WATERMELON  
CELERY  
CUT/FRUIT-VEGGIE

CORN  
TOMATO

PRODUCE CROSS MERCHANDISING 2009

JULY

THEME(S):

PRODUCE  
GRILLIN' AND CHILLIN'  
THINK GREAT BBQ FIXINS FOR GRILLIN AND  
THOSE GREAT TREATS CHILLIN ON ICE  
DOWN ON THE FARM  
"LOCALLY GROWN IS LOCALLY KNOWN"  
"SUMMERTIME FRESH" FARM MARKETS  
MELON MANIA  
EDUCATE OUR CONSUMERS ON THE MANY  
WAYS TO INCORPORATE MELONS IN MEALS

JULY 9-AUG. 5

PEACHES  
GRAPES  
CHERRIES  
TOMATOES  
CORN  
YELLOW SQUASH  
ZUCCHINI  
EGGPLANT  
BASIL

AUGUST

THEME(S):

PRODUCE  
BACK TO SCHOOL  
FRESH FRUITS AND VEGGIES,  
"SNACK ON THE BUS WITH US"  
"SUBSTITUTE" HEALTHY CHOICES,  
WHAT HAVE YOU GOT TO LOSE?

AUG. 6-SEPT. 9

GRAPES  
PLUMS  
HONEYDEW  
CANTALoupES  
INDIVIDUAL SNACKERS  
TOMATO  
ONION  
WATERMELON  
NOVELTY PLANTS

SEPTEMBER

THEME(S):

PRODUCE  
FOOTBALL  
"PASS" THE SAVINGS TO KEEP  
FANS RAVING  
MAKE IT AND TAKE IT  
HEALTHY PACKING PROMOTES  
HEALTHY SNACKING  
"A NEW PHASE OF APPLE CRAZE"  
TOTES FOR THE TAKING,  
BOUND FOR BAKING

SEPT. 10-OCT. 7

GRAPES  
PEACHES  
NECTARINES  
PLUMS  
APPLES  
PUMPKINS  
PISTACHIO (BULK)  
INDIVIDUAL SNACKERS



PRODUCE CROSS MERCHANDISING 2009

OCTOBER  
THEME(S):

PRODUCE  
AUTUMN  
HARVEST THE SAVINGS  
SOUP FIXINS  
SOUP AND SANDWICH COMBOS

OCT. 8-NOV. 4

APPLES  
TANGERINES  
FLORIDA NAVELS  
PEARS  
PUMPKINS  
GOURDS  
FALL ITEMS  
HARD SQUASH

NOVEMBER  
THEME(S):

PRODUCE  
THANKSGIVING BOUNTY  
THE COMMISSARY - IT'S WORTH THE TRIP!  
PENDING SWEET POTATO DISPLAY  
I YAM WHAT I YAM...

NOV. 5-DEC. 2

SWEET POTATOES  
GRAPEFRUIT  
COLLARDS  
CLEMENTINES  
CELERY  
ONION  
BABY CARROTS  
POINSETTAS  
CUT-FRUIT/VEGGIE  
HOLIDAY NUTS  
CRANBERRIES

DECEMBER  
THEME(S):

PRODUCE  
HOME FOR THE HOLIDAYS  
"TRIMMINGS AND TRADITIONS"  
BAKING, GIFT GIVING, STOCKING STUFFERS

DEC. 3-JAN. 6

JUMBO FRUIT  
FRUIT BASKETS  
CITRUS  
CLEMENTINES  
ONION  
CELERY  
CUT FRUIT/VEGGIES  
SWEET POTATO  
COLLARDS  
ASPARAGUS  
POINSETTAS  
PINES  
CHOCOLATE APPLES