



DEFENSE COMMISSARY AGENCY

HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

REPLY TO
ATTENTION OF

MAY 26 2009

PSSP

NOTICE TO THE TRADE – DeCA NOTICE 09-55

SUBJECT: Health and Wellness Theme Program

The purpose of this Notice to the Trade is to inform and request support from our partners in industry in regard to DeCA's new "Health and Wellness" theme program. Several years ago DeCA officials announced that DeCA was assuming a key role as the nutritional leader for the military. Industry responded with special promotions; and as a result, healthy items have been featured in our promotional packages for some time.

In the last several months, DeCA has added physical fitness to the nutritional theme to create a "Health and Wellness" theme program. This theme goes beyond just eating properly and emphasizes a lifestyle that includes proper physical activity and general well being. The idea is to promote nutrition and fitness-based initiatives that help educate our customers and encourage them to embrace healthy living.

DeCA's "Health and Wellness" program will be a major theme for the rest of 2009 and will continue in the future. It is supported by a proclamation signed in partnership between DeCA and the Department of Health and Human Services. DeCA officials have also embraced several existing government programs that support this theme to include the Dietary Guidelines for Americans, "MyPyramid" food groups, and the Physical Activity Guidelines for Americans.

Our partners in industry are invited to participate in this program by developing special promotions that enhance and support this theme. Healthy foods should be offered for attractive promotional displays with exceptional pricing. These displays should be dressed with point of sale materials such as signs, banners, posters and base wrap that emphasize health and wellness. Contests for the best creative displays are highly encouraged. Patron giveaways with a healthy theme such as exercise equipment or free passes to the local fitness center are examples of other excellent ideas.

A selection of these promotional items should be offered as product demonstrations so patrons can sample them. Pamphlets containing healthy lifestyle literature and nutritional information can be handed out as well as healthy recipe cards. In addition, coupons should be made available to provide additional savings and encourage extra purchases.

On a larger scale, health fairs can be orchestrated at commissaries through partnerships with several companies that share the costs of holding such a forum. Health officials can be invited from local military hospitals and blood pressure checks and cholesterol screenings can be conducted.

Advertisements with this theme are highly encouraged and should be placed in military magazines, coupon flyers and local post newspapers. The strategy is for our patrons to think of the commissaries when they think of healthy eating, physical activity and general well being. DeCA's Corporate Communications office will be heavily emphasizing this theme in the media to include news articles in major publications, internal press releases and health information in the official DeCA commissary website.

The Marketing Business Unit will be publishing a promotional theme calendar in the next couple of months for 2010 that will list a number of health and wellness themes tied to nationally recognized events such as heart health in February, nutrition in March, physical activity in May and breast cancer awareness in October. This calendar should provide ample time for industry to properly plan and budget promotions related to this important theme for next year. For the present time, including the upcoming summer months, industry is encouraged to adjust their current promotional plans where possible to take full advantage of this great theme opportunity.

Thank you in advance for your support of our new "Health and Wellness" theme. If you have any addition questions or comments concerning this Notice to the Trade or this theme, please contact Mr. Charlie Dowlen, Promotions Manager, at 804-734-8000, extension 48385.


Randall Chandler
Director of Sales