

PSMK

June 23, 2006

NOTICE TO THE TRADE – DeCA NOTICE 06-114

SUBJECT: FY 2007 Winter Holiday Bulk Nut Program

The purpose of this Notice to the Trade is to advise industry that DeCA will promote a Holiday Bulk Nut Program. Promotion dates commence October 1 to December 31.

Holiday nuts are an outstanding vehicle for providing our patrons with excellent value and savings, as well as a great way to generate incremental sales. This program will tie-in with the rest of the Agency's winter holiday promotional programs. Presentations are requested for all commissaries. Produce Buyer, Mr. Ray Talavera, will be accepting appointments July 11-14.

Presentations will be evaluated on item brand, quality, past sales performance, and patron savings. Participating manufacturers/brokers will need to project sales volume by store and provide written explanation describing their support of the program. Industry will guarantee product sell through.

Appointments may be made by contacting Ms. Evelyn Trisvan, Receptionist, at (804) 734-8614. Point of contact is Mr. Ray Talavera, Produce Buyer, at (804) 734-8449.

/s/

Scott E. Simpson
Chief Operating Officer