

PSM

July 30, 2010

NOTICE TO THE TRADE - DeCA NOTICE 10-127

SUBJECT: Round Table Discussion - DeCA Brand Name Turkey Merchandising Program

A round table discussion will be held on Wednesday, August 18, to discuss the establishment of a Brand Name Turkey Merchandising Program for the year 2011. The round table discussion is scheduled for 9 a.m. - 12 p.m., in the MBU Conference Room at the Defense Commissary Agency Headquarters, 1300 E Avenue, Fort Lee, Virginia 23801-1800. All interested parties are invited. The purpose of this meeting is to discuss the establishment of a Brand Name Turkey Merchandising Program for year 2011.

A list of suggested topics for discussion is listed below. It is requested that any other questions, suggestions, recommendations, and concerns relating to the new Turkey Merchandising Program be submitted in writing, to the point of contact, by close of business August 11. This will enable DeCA to set up a final agenda to help facilitate the round table discussion.

Topics for discussion include, but are not limited to, the following:

- Marketing Sales Area (i.e., CONUS or Worldwide)
- Recommended Turkey Size Ranges for DeCA Customer Base (i.e., 12-15 lbs)
- One, two, or three year program
- Guaranteed Sales/Buy Back of Unsold Turkeys (responsibility)
- Multiple Suppliers of Premier Frozen Whole Turkeys
- Core and Discretionary Items
- Delivery Schedules and Delivery Times
- Display Space Requirements
- Promotions/Price Reductions/Coupons
- USDA Grading Requirements
- Mandatory Requirements
- Industry prospective on achieving competitive pricing on Value Priced Frozen Whole Turkeys, Premier Frozen Whole Turkeys, and Fresh Turkey Parts

If unable to attend the round table discussion, interested parties may submit their comments via mail or e-mail to the Defense Commissary Agency, Marketing Business Unit, ATTN: PS (Mr. LaRue Smith), 1300 E Avenue, Fort Lee, Virginia 23801-1800, or [larue.smith@deca.mil](mailto:larue.smith@deca.mil). Be sure your comments arrive at DeCA Headquarters no later than close of business Monday, August 16.

My point of contact for this action is Mr. LaRue Smith, Category Manager, (804) 734-8000, extension 4-8255.

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