

August 17, 2010

PSM

NOTICE TO THE TRADE - DeCA NOTICE 10-137

SUBJECT: Round Table Discussion - DeCA Holiday Ham/Seasonality Program

A round table discussion will be held on September 21 to discuss DeCA's Holiday Ham/Seasonality Program for the year 2011. The round table discussion is scheduled for 1 p.m. – 4:00 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 find ways to improve the 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 DeCA's Holiday Ham/Seasonality Program be submitted in writing, to the point of contact, by close of business September 10. 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:

- Pre-pricing hams
- Establishing K4/K5 seasonal ham sets
- Marketing Sales Area (i.e., CONUS or Worldwide)
- One, two, or three year program
- Display Space Requirements
- Promotions/Price Reductions/Coupons
- Industry prospective on achieving best hams prices possible for 2011

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. Be sure your comments arrive at DeCA Headquarters no later than close of business Monday, September 20.

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

/s/

Christopher T. Burns
Director of Sales

