

August 17, 2010

PSM

NOTICE TO THE TRADE - DeCA NOTICE 10-138

Subject: Revised Round Table Discussion – DeCA Brand Name Turkey
Merchandising Program

Subject Notice to The Trade (NTT 10-138) revises the Round Table Discussion - DeCA Brand Name Turkey Merchandising Program NTT 10-127 attachment to change date from August 18 to September 22.

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