

PSP

February 17, 2010

NOTICE TO THE TRADE – DeCA NOTICE 10-43

SUBJECT: Healthier Eating Promotions Matrix Update

The purpose of this notice to the trade (NTT) is to update the Healthy Eating Promotions Matrix from the Marketing Business Unit (MBU), NTT 09-13 (attachment 1), published December 10, 2008. The Defense Commissary Agency (DeCA) is requesting support for promoting healthier eating in the commissaries. With this goal in mind, the Perishable Division of the MBU has developed a template (attachment 2) for promotions within the Perishable Division. This template breaks down by display period (DP) and sub-departments within the Perishable Branch. These sub-departments are further broken down into products directed at – Children, Soldiers or Seniors. Our goal is to have a program that continually reminds customers of healthy eating options and the benefits of eating healthy. Each one of these groups has a different need, and focusing on a different segment of our customer base each month will keep this program fresh.

The MBU is asking industry to identify items that fit within the perimeters of the attached template. These items should also be of good price/value to our patrons. Items submitted should coincide to some degree with the USDA website (www.myPyramid.gov) tips of:

- Making half your grains whole grains
- Vary your veggies
- Focus on fruits
- Get calcium rich foods
- Go lean with protein
- Change your oil
- Don't sugarcoat it

Items chosen for this program will be presented in accordance with the regular promotional display offers, within the normal time lines for the DP, and to the appropriate buyer or manager for that commodity. Please see the attached excel spreadsheet for the matrix.

The following data elements are required on a 40-15 for all input:

- Items for specific display periods (DP) and indicate for what target group
- Promotional pricing for the DP, allowing for order lead times

- How the items will be supported at store level with point of sales materials

- What educational materials will be at store level to support items

- What tie-ins will there be with on base activities

Thank you for your participation and cooperation in this endeavor. The point of contact for this action is Bridgett Bennett, Category Buyer, 804-734-8000, extension 48200, bridget.bennett@deca.mil.

/s/
Christopher T. Burns
Director of Sales

Attachments:
As stated