

PSP

March 15, 2010

NOTICE TO THE TRADE - DeCA NOTICE 10-62

SUBJECT: Semi-Annual Truck Load Sales of Frozen Food and Chill Items

This notice to trade (NTT) is to notify industry that there will be a meeting April 8th, 10:00 – 11:00, in the MBU Conference Room to discuss the establishment of semi-annual truck load sales of frozen food and chill items. In this discussion we will explore product mix, test stores and past practices.

Point of contact for this NTT is Brad McMinn, Chief of Perishable, at 804-734-8000, extension 4-8390.

/s/

Christopher T. Burns
Director of Sales