

PSP

March 16, 2010

NOTICE TO THE TRADE – DeCA NOTICE 10-64

SUBJECT: Clarifications and Revisions to NTT 10-58; DeCA Worldwide Value Priced Frozen Whole Turkey and Fresh Turkey Parts Merchandising Program

The purpose of this Notice to the Trade (NTT) is to make clarifications and revisions to DeCA Notice to the Trade 10-58, dated March 8, 2010, for the DeCA Worldwide Value Priced Frozen Whole Turkey and Fresh Turkey Parts Merchandising Program.

Reference the NTT 10-58, page 1, first sentence, third line: Delete the word “Premier” from the words “Brand Name Premier Fresh Turkey Parts”, to read, “Brand Name Fresh Turkey Parts.”

Reference Attachment 1, Mandatory Criteria:

1) Line 4 of the Title, change to read from **VALUE PRICED FROZEN FRESH WHOLE TURKEY** to “**VALUE PRICED FROZEN WHOLE TURKEY**”.

2) Paragraph “f.”, sentence 6, change to read “For evaluation purposes for the Frozen Whole Turkeys, in addition to the technical criteria specified herein, DeCA shall consider the pricing for the key period (October 1st – December 31st) to be *significantly more important* than the EDLP throughout the year (August 1, 2010 through July 31, 2011) offered under this program agreement.”

3) Paragraph “n.”, add the following sentence: Although Alaska and Hawaii store locations are included with the CONUS stores, the 84-hour “maximum delivery time” does not apply. However, all turkey products shipped to these particular stores shall be delivered with 50 percent of their guaranteed shelf life remaining. Please note that the fresh turkey parts must be delivered “fresh” and shall not be slacked out.

4) Paragraph “r.”, change the paragraph to read “All products in the merchandising agreement are 100 percent guaranteed sales. In other words, once the order is written and signed by both the supplier and the store representatives, and the order is filled and delivered to the store, the supplier is responsible for reimbursing the Government for any unsold product. Therefore, any unsold turkey product shall be bought back and picked up by the supplier. Any excess of unsold Frozen Whole Turkeys purchased for the key period shall be bought back and picked up by the supplier no later than January 31, 2011. On-pack coupons or product markdowns may be “25 percent or more,” 3 days prior to expiration at the supplier’s discretion and expense to minimize losses. Consideration may be given to the supplier when DeCA

employee negligence, equipment failure, facilities, or any Acts of God (i.e., unusually inclement weather, hurricane, tornado, etc.) are involved or in some way contributed to the loss.

Reference Attachment 2, STORE LISTING CENTRAL/NORTHEAST/EUROPE
MARKETING AREAS: Under the column identified as the NORTHEAST MARKETING
AREA, change the store name from SCOTIA NAU, NY to SARATOGA SPRINGS, NY.

Please note, these are two separate, independent programs, and offerors are encouraged to make presentations on either one or both programs. Since these are independent programs, you must submit and address a separate proposal for each program, if applicable.

The point of contact for this program is Mr. LaRue Smith, Category Manager, at 804-734-8000, extension 4-8255.

/s/

Christopher T. Burns
Director of Sales