

PSP

April 23, 2010

NOTICE TO THE TRADE – DeCA NOTICE 10-75

SUBJECT: Brand Name Value Priced Frozen Whole Turkeys and Brand Name Premier Frozen Whole Turkeys

The purpose of this Notice to the Trade (NTT) is to inform all turkey suppliers that the Defense Commissary Agency (DeCA) has a requirement for a Brand Name Value Priced Frozen Whole Turkey and a requirement for a Brand Name Premier Frozen Whole Turkey in specific marketing sales areas. These are two separate independent requirements and suppliers are encouraged to submit a Display Presentation and New Item Form (DeCA Form 40-15) on either one or both requirements.

The Agency's goal is to provide our military customers with the most favorable pricing and savings on frozen whole turkeys during the Thanksgiving holiday selling period. This will give the regions the opportunity to select a brand name turkey for either a value priced and/or premier turkey, to include any local preferred brand name turkey.

Turkey suppliers will have the opportunity to submit DeCA Form 40-15 on each requirement at DeCA East and DeCA West for the Value Priced Frozen Whole Turkey and for the Premier Frozen Whole Turkey. Please note that DeCA is seeking frozen whole turkeys for the upcoming Thanksgiving holiday; therefore, pricing for each requirement will be for the period of November 1-22. Turkey suppliers shall ensure that all turkeys are prepriced at the agreed upon price for the Thanksgiving holiday period.

Estimated tonnage to be sold during the Thanksgiving holiday period is shown at attachment 1. Delivery schedule(s) shall be coordinated with each respective region and store. Product shipped overseas may need to be shipped well in advance.

The DeCA Form 40-15 for the Value Priced Frozen Whole Turkey will be for the following specific marketing sales areas: (1) Central Region, (2) Northeast Region, (3) Southern Region (includes Puerto Rico and Cuba), (4) Midwest Region, and (5) European Region. See attachment 2 for individual store listing.

The DeCA Form 40-15 for the Premier Frozen Whole Turkey will be for all commissaries located in CONUS and OCONUS for the following specific marketing sales areas: (1) Central Region, (2) Northeast Region, (3) Southern Region (includes Puerto Rico and Cuba), (4) Midwest Region, (5) Southwest Region, (6) Northwest Region and the Far East, and (7) European Region (shown at attachment 2).

Also, as part of the DeCA Form 40-15 for the Value Priced Frozen Whole Turkey, turkey suppliers may offer DeCA a Brand Name Frozen Whole Turkey Breast. The frozen whole turkey breast will be for the Thanksgiving holiday as well, and pricing will be for the same period, November 1-22.

All Value Priced Frozen Whole Turkeys, Premier Frozen Whole Turkeys, and Frozen Whole Turkey Breast offers accepted will be “S” coded. The submission of the DeCA Form 40-15 to the regions should be submitted by May 7, to the following points of contact:

DeCA East (Central, Northeast, Southern, and Midwest), Mr. Louis Kennedy, Category Manager, (804) 734-8000, extension 4-8232, louis.kennedy@deca.mil; DeCA West (Southwest, Northwest), Ms. Vicki Sliwicki, Regional Buyer, (916) 569-4823, vicki.sliwicki@deca.mil; DeCA West (Far East), Ms. Valerie Robillia, Commissary Management Specialist, (916) 569-4872, valerie.robillia@deca.mil; and DeCA Europe, Mr. Randy Martin, Director of Operations, (+49) 0631-3523-004, randy.martin@deca.mil.

My point of contact for this action is Mr. LaRue Smith, Category Manager, at (804) 734-8000, extension 4-8255, or larue.smith@deca.mil.

/s/

Christopher T. Burns
Director of Sales

Attachment:
As stated