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May 3, 2010

NOTICE TO THE TRADE – DeCA NOTICE 10-89

SUBJECT: Category Review – Unbreaded Shrimp Segment

The purpose of this Notice to the Trade (NTT) is to notify industry partners of an out-of-cycle review of the Unbreaded Shrimp Segment of Frozen Foods. This action is being accomplished in conjunction with the DeCA issuance of NTT 10-87, “Important Notice - Brand Name and Grandfathered Products”, dated May 3, 2010.

It is important to note that the mechanics of the Category Review process currently utilized by DeCA have not changed. What must be observed is the DeCA application of the requirements of the statutory “special rule for brand-name commercial items”, as clarified in NTT 10-88.

Sources interested in participating in this segment review are invited to review the new certification requirements specified in NTT 10-88, as this will be a new submission requirement from all participants, in addition to the Category Review Template information specified in DeCA NTT 10-09, dated October 23, 2009, available for download from the DeCA website at http://www.commissaries.com/business/ntt_2010.cfm. Except for product currently sold in, at, or by, commissary stores that are commonly referred to as “grandfathered”, each product presented must conform to the requirements of 10 U.S.C. § 2484(f), as outlined in NTT 10-88, and a certification submitted. Any currently stocked product offered for sale in, at, or by, commissary stores, is exempt from this certification procedure for this segment review, but must be in compliance with the provisions of 10 U.S.C. § 2484(f), as outlined in NTT 10-87, by December 31, 2010.

Interested parties may schedule an appointment to present unbreaded shrimp product(s) by contacting Ms. Casimir Chester, receptionist at 804-734-8000, extension 4-8614 or casimir.chester@deca.mil by May 13, 2010.

Inquires concerning this Notice to the Trade should be directed to Mr. Brad McMinn, Chief, Perishable Division, at 804-734-8000, extension 4-8390 or charles.mcminn@deca.mil.

/s/

Christopher T. Burns
Director of Sales

The Commissary – It’s Worth the Trip