

PS

December 8, 2006

NOTICE TO THE TRADE – DeCA NOTICE 07-18

SUBJECT: Industry Roundtable - Broad Line Vitamins and Nutritional Supplements

A roundtable on the DeCA Broad Line Vitamins and Nutritional Supplements program will be held on Wednesday, December 20, 2006, from 9 a.m. to 12 noon. The discussion will take place in the Marketing Business Unit Conference Room, 3<sup>rd</sup> floor, at DeCA Headquarters. The purpose of this meeting will be to discuss Industry concerns, suggestions, and questions regarding the proposed program. This information will then be utilized by DeCA to define the criteria for evaluation under this program and the scope of the support requested. Private individual discussions may be scheduled after the roundtable, from 1 to 2 p.m. If unable to attend, interested parties may submit their comments through e-mail or via U.S. mail to the point of contact shown below.

The Defense Commissary Agency is committed to providing a shopping experience that provides products and information to promote the health and wellness of authorized patrons. It is our goal to be recognized as the “store of choice” for supporting the healthy lifestyle of the military community. At a future date, the details of which are to be released in a subsequent Notice to the Trade, DeCA will be accepting proposals to select a full-service provider for a full assortment selection of broad line vitamins and nutritional supplements, as well as providing the innovation, education, marketing, and outreach programs to support DeCA’s goal of being a leader in the health and wellness categories.


Topics for discussion at the roundtable include, but are not limited to the following:

- Doing Business with DeCA
- DeCA’s Program Goals for Suppliers
- Summary of DeCA’s Vitamin/Supplement Initiative
- Program Specifics: Marketing Area(s), Coupons, Display Space Requirements, etc.
- Evaluation Criteria

Inquires concerning this Notice to the Trade should be directed to Mr. William T. Wood, Category Manager, at 804-734-8687 or [william.wood@deca.mil](mailto:william.wood@deca.mil).

/s/

Scott E. Simpson  
Chief Operating Officer

Customers, Workforce, Partners  Raving Fans!  
DeCA's VISION will focus on people - all working together to create "Raving Fans."