

PS

January 9, 2007

NOTICE TO THE TRADE – DeCA NOTICE 07-29

Subject: Request for Information on Consumer Insights

The 2007 Commissary Council, in conjunction with the DeCA Director of Sales, has established a Consumer Insights Group under the auspices of the Consumer Awareness Team. This group (headed up by Ms. Karen Chin, AC Nielsen, Ms. Christine HuieRoy, Kraft, and Mr. William Mehler, DeCA) has been charged with predicting the future of the military marketplace.


Essentially, the group will attempt to predict what military consumers of the future will desire in terms of venue/format types, store assortments, and services offered. With these insights in hand, the group will work closely with the Council and DeCA to identify the critical operational conditions that must exist to effectively meet these anticipated consumer demands. They will then work to devise tactical approaches that can best position DeCA in the marketplace of the future.

Obviously, the success of the group's effort will initially rest on its ability to gather available consumer intelligence and manufacturer/broker insights on emerging and anticipated product/service trends at the retail level. The information can then be assembled, aligned with available military customer data, and merged to produce concise consumer portraits.

The purpose of this Notice to the Trade (NTT) is to request your participation and assistance in this effort. Our vision is to understand what and how the food consumer will demand products and services in the mid- and long-term futures and how the military marketplace can best position itself to respond to those desires. Over the next several weeks, the group would like to collate available product/service trend information received from all sources and begin mapping it to civilian/military consumer data as the first step in the process. This is where we need the manufacturer/broker community's help; your input to the data gathering effort is critical.

The information received will be compiled by the group leaders, blended with consumer data, analyzed, and converted into a tactical game plan to be shared with all Commissary Council committees, Marketing Business Unit representatives, and Industry as a whole. Thank you in advance for your participation.

Information on product and service trends should be submitted via e-mail directly to Mr. Robert Miller (robert.miller@deca.mil) or if sending U.S. mail, address it to Defense Commissary Agency, Marketing Business Unit, ATTN: PSS (Mr. Robert Miller), 1300 E

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

Avenue, Fort Lee, Virginia 23801-1800. Questions concerning this NTT should be referred to Mr. William Mehler at 804-734-8274 or william.mehler@deca.mil.

/s/
Scott E. Simpson
Chief Operating Officer