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May 24, 2007

NOTICE TO THE TRADE – DeCA NOTICE 07-98

SUBJECT: Luncheon Meats Category Review Cancellation for 2007

Referencing the Notice to the Trade, 07-08, Category Review Schedule 2007, posted, November 2, 2006, the Luncheon Meats Category Review, scheduled for June has been cancelled for calendar year 2007. Recent consumer trends have necessitated mid-year innovations to the DeCA merchandising plan for the category. A top-to-top analysis at this time would be too early to accurately assess results of these recent changes. The next review will be in 2008. New items and phase-outs will be processed on a case-by-case basis; and can be submitted to the Category Buyer at any time.

Point of contact for this action is Mr. LaRue Smith, Acting Category Manager, Chill and Frozen Department, at (804) 734-8255.

/s/

Thomas E. Milks
Director of Sales