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May 24, 2007

NOTICE TO THE TRADE – DeCA NOTICE 07-99

SUBJECT: Cheese Category Review Cancellation for 2007

Referencing the Notice to the Trade, 07-08, Category Review Schedule 2007, posted, November 2, 2006, the Natural/Processed/Cream Cheese Category Review, scheduled for June has been cancelled for calendar 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, (804) 734-8255.

/s/

Thomas E. Milks
Director of Sales