



DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

MPS

March 28, 2017

NOTICE TO THE TRADE – DeCA NOTICE 17-30

SUBJECT: 2017 Healthy Lifestyle Festival

The purpose of this notice is to advise Industry of more details regarding the upcoming 2017 Healthy Lifestyle Festival ~ *Live Healthy! Save Big!* We thank you in advance for your participation in what we think will be one of our largest partnership events of the year. By working with our Produce Houses for the farmers' markets as well as with you, our Industry Partners, who are offering healthy food products, the commissaries and their customers should benefit greatly from this summer sales event.

You will find a Suggestion Guide for the Fest which will assist your local representatives and our commissary staff in the planning of the 2017 Healthy Lifestyle Festival. You may have additional ideas and displays that you may want to use. We are very appreciative of anything that you may offer to enhance the quality of this festival. The list of festival dates (May 26-June 25) are also attached for your convenience. You will find that we have received a positive response from our stores worldwide.

Artwork for this event can be found on www.commissaries.com in the Marketing Resources section where all of our campaign artwork is available. Please share this information with your local representatives. The stores will receive their in-store marketing kits around the first of May allowing ample time to announce the timing for this event.

Thanks for everything you do to make our commissaries a great military benefit for our active duty, retirees, Guard/Reserve, and their family members. Good luck on the planning of this community event and do not hesitate to contact Ms. Sallie Cauthers, Marketing & Mass Communication Specialist, at sallie.cauthers@deca.mil or (804) 734-8000, extension 48769 for more information.

Tracie L. Russ
Director, Sales

2017 HEALTHY LIFESTYLE FESTIVAL HOW TO GUIDE AND SUGGESTIONS

This event guidance pertains to the Healthy Lifestyle Festival event with industry support and local military community participation (exchanges, MWR/Services, veterinary services, and medical clinic personnel) staged in or near the commissary parking lot.

NOTE: These suggestions should be discussed with everyone as a team and decide who will be doing what. For example, if the commissary does not have a fresh flower contract, then maybe the exchange has one. Another example: Industry can offer apples or watermelons for the contests and MWR Youth Sports can execute the actual contest.

Suggestions for the Event:

- A farmers market should be organized by the commissary with the Produce Houses. Coupon “bundling” may be available with Industry members who have healthy cereals, lean meats, and other food products that work well with fresh produce. Consider pulling out “healthy waters/beverages” from inside the store to be located outside next to the farmers market.
- Remember your fresh plants and flowers industry partners! Have a free drawing during the day to give away a bouquet of flowers and/or a plant.
- Consider having an Apple Tasting Contest. Have 6– 8 different apples displayed/sliced; offer to contestants and have them guess the name of each apple by writing it down on a card. The one who gets the most correct wins a bag of apples of their choice.
- Don’t forget the ever-popular Watermelon Eating Contest! Easy, messy and a whole lotta fun!
- Industry’s pop-up displays/booths. Organize Industry’s presentation tables for samplings, demos, and giveaways. Create colorful displays that coincide with the marketing kits. Work with the exchange to use their products for demos, but also assist in selling this product, i.e. grills, blenders, juicers, etc.
- The exchanges will play a large role in their sidewalk sales this year by offering sports apparel, fitness shoes, bicycles, the very popular Fit Bands and a “Fit the Foot Clinic” offered by the Exchange. They also have a great program called Be Fit that has trainers and nutritionists that offer advice through their publications and web site to keep your mind, body, and soul in a healthy place. Another example is having a GNC vitamin booth and their supplement professionals offering advice for the best products for your lifestyle. Remember to discuss with all the exchanges to incorporate their products within the fest like grills, blenders, and juicers for demos, but also assist in selling them.

- Reserve display tables with your local installation/MWR conference program for 6-foot tables and ask industry and local participants to bring colorful tablecloths and displays. Add a touch of color and festive atmosphere to these displays by providing multi-colored helium balloons.
- Include your local medical clinic personnel (dietitians and nutritionists) who can offer healthy lifestyle information and health screenings. They will bring their equipment and educational information. Offer them a plant (that advertises your fresh plant/flower stand) or bouquet of flowers to “brighten” up their booth or table. Centrally locate the medical booth in high traffic area for maximum exposure.
- NEW this year is the participation of the food safety veterinarians (organized through commissary management). They will bring to the fest: information on pet obesity, pet wellness, how to read pet food labels, pet contests, and so much more! *NOTE: See more details regarding Veterinary Services below.
- Local MWR offerings: Various MWR restaurants that offer “healthy” menu selections should offer take-away sample menus; have the chefs offering demos using healthy products. Fitness Centers can offer exercise and wellness classes; have a table to hand out information about their classes and prices. Libraries offer a selection of self-help fitness books and healthy cookbooks. Youth Services Program offers various after-school fitness programs for kids; have a table to hand out info about their classes, programs and prices. Also face-painting is always a big hit!
- Coordinate the layout of the parking lot for the festival with everyone involved. The farmers market, the industry booths for samplings and demos, and the exchange sidewalk sale should form a large triangle encompassing the festival. What has worked in the past is to have cash registers recognized by colored balloons or brightly colored signage; the commissary and exchange items must be paid for separately. Keep it simple for the customers to find these registers outside. The local medical personnel and the veterinarians should be “inside” the fest area, not to be missed by our customers. They should be the “healthy core” of this event. MWR should be scattered throughout the layout of the event as part of the triangle with info booths, areas for work-out demos, kids’ programs, summer registration tables, etc. Some festivals have had platform stages with sound (mics) which can enhance the fest with event announcements and leading exercise classes. A lot of fests have kicked off their event with a 5K Run/Walk in the a.m. and then ended it at the fest site.
- Use coupons everywhere **outside** to draw shoppers **inside** the stores and facilities to shop more.

- Overseas –AAFES New Car Sales. Ask them to bring a “hybrid” car for display. Fill the car up with healthy Pop Chips and have shoppers guess how many bags are in the car. The car dealers may offer commissary gift cards as giveaways for the winners.
- Industry and exchanges should also consider setting up tables and demos **inside** their stores to attract the attention of their customers who entered the store first before attending the festival. Be sure to invite them to check out the “specials” being offered **outside** as well.
- Talk to your industry partners, sponsors, and theatre personnel about using costumed characters such as the Jolly Green Giant or a giant healthy-style cereal box (or giant fruit?) that can walk around greeting customers and kids and can hand out coupons. Also consider inflatables like bouncy castles for the kids or bringing in a local petting zoo or pony rides.
- **NOTE:** These Best Practices suggestions have come directly from the after-action reports from around the world for the past three years in the form of photos, videos, and newspaper stories.

Media Activity:

- Base newspaper. Send news release “template” to the installation newspaper editor/staff/PAO and ask for maximum publicity in the installation newspaper, Facebook, Twitter, etc. Follow up with a telephone call to emphasize the importance of the event. Offer to provide the installation reporter with information on events planned at your event to localize the article. Offer to be interviewed on the Healthy Lifestyle Festival.
- Other media. Send news release template to other local media you use. For example, retiree affairs office, Ombudsman, Senior Enlisted Advisor, MWR/Services Publications, Armed Forces Network Radio and TV (AFN).
- Ask the PAO to post the event on the installation Facebook and website. Use news release for the information and point them to the use of event graphics on DeCA’s Web site, www.commissaries.com.
- Fill in announcement(s) on your local web page to include commissary store page, exchange store page and MWR/Services events page.
- Create a store specific radio spot on EXRN by completing the EXRN form and emailing it to decaradio@aafes.com. A general spot appropriate for all stores will also play on EXRN. Stores without EXRN can read the script over the in-store radio. (Script will be sent to all stores.) Suggest all fest partners do the same by using the suggested EXRN radio spot to be aired in all exchange and MWR/Services.

Other:

- Consider using “open-sided” canopies outside for shade for the booths/tables if hot weather is predicted. Use your local installation connections for these canopies/open tents. The exchanges’ Sports Stores may have them for sale and may want to promote them as a “sale” item.
- These attachments will be sent to you electronically: Radio Spot Template for stores; Store Page Template for web pages; Local Press Release template for military installations.
- The Commissary Marketing Kit ~! Put up your banner and posters at least 7-10 days before the event. Place the danglers above your busiest cashier lanes; that will catch the shoppers’ eyes! Ensure all your cashiers wear the buttons as well as all your customer service personnel. Everyone should be talking about this great event. Please share posters with your fest partners, so that they can make copies and distribute throughout their facilities. The marketing kit tools are all available for reprint on www.commissaries.com. Go to the homepage and click on About Us at the top of the page. Scroll down to Marketing Resources and click. Scroll down to Healthy Lifestyle Festival and you will see the tools offered in several different graphic file formats for reproduction.

Suggestions for Veterinary Services Involvement:

- Recommend the availability of Veterinary Services Health Information Products (animal health brochures and posters, food safety brochures and posters, and Veterinary Connections newsletters) to give away at ALL Veterinary Services tables/booths/events.
- Animal Health Table/Booth/Event:
 - Pet Obesity Awareness
 - Showing and teaching owners Body Condition Score Screening
 - Pet Obesity prevention and management information
 - Dog walks in conjunction with organized people walks
- Wellness Care
 - Information on recommended vaccines and parasite prevention
 - Puppy/kitten care
 - Geriatric care
 - Dental care
 - Benefits of microchips
- How to read the ingredient label on pet food containers
- Quiz board or contest
 - Identify which human foods/additives or plants/flowers are toxic to pets

- Pet Contests
 - Beauty contest
 - Fashion show/best dressed
 - Tallest and shortest (avoid “largest” as this usually draws obese animals)
 - Most original or most unusual pet
- MWD Demonstrations:
 - The Commissary Store Director or the Installation Commander would need to invite the MWD (military working dogs) unit through the Military Police or Security Forces.

- For any questions about this “How To Guide”, please contact Sallie Cauthers, Marketing and Mass Communication Specialist at the Defense Commissary Headquarters: sallie.cauthers@deca.mil; and (804) 734-8000, ext. 48769.
- Last, but not least: HAVE LOTS OF FUN!!! ☺

Commissary	Zone	State	Area
Barksdale	1	LA	HERBERT WINCHESTER
Columbus AFB	1	MS	CENTRAL AREA
Ft Polk	1	LA	CENTRAL AREA
Ft Rucker	1	AL	CENTRAL AREA
Gulfport NCBC	1	MS	CENTRAL AREA
Gunter AFB	1	AL	CENTRAL AREA
Keesler AFB	1	MS	CENTRAL AREA
Maxwell AFB	1	AL	CENTRAL AREA
Meridian NAS	1	MS	CENTRAL AREA
New Orleans NSA	1	LA	CENTRAL AREA
Albany	2	GA	MAX KRAFTCHICK
Camp Merrill	2	GA	CENTRAL AREA
Ft Benning	2	GA	CENTRAL AREA
Ft Gordon	2	GA	CENTRAL AREA
Ft Stewart	2	GA	CENTRAL AREA
Hunter AAF	2	GA	CENTRAL AREA
Moody AFB	2	GA	CENTRAL AREA
Robins AFB	2	GA	CENTRAL AREA
Eglin AFB	4	FL	MONIQUES-MULLIN-MINGS
Hurlburt Field	4	FL	CENTRAL AREA
Jacksonville NAS	4	FL	CENTRAL AREA
Key West NAS	4	FL	CENTRAL AREA
Kings Bay NSB	4	GA	CENTRAL AREA
MacDill AFB	4	FL	CENTRAL AREA
Mayport NS	4	FL	CENTRAL AREA
Patrick AFB	4	FL	CENTRAL AREA
Pensacola NAS	4	FL	CENTRAL AREA
Tyndall AFB	4	FL	CENTRAL AREA
Whiting Field NAS	4	FL	CENTRAL AREA

Columbus AFB	1	MS	CENTRAL AREA
Corpus Christi	6	TX	CHRIS MILLIGAN
Dyess AFB	6	TX	WEST AREA
Ft Hood I	6	TX	WEST AREA
Ft Hood II	6	TX	WEST AREA
Ft Sam Houston	6	TX	WEST AREA
Goodfellow AFB	6	TX	WEST AREA
Kingsville NAS	6	TX	WEST AREA
Lackland AFB	6	TX	WEST AREA
Laughlin AFB	6	TX	WEST AREA
Randolph AFB	6	TX	WEST AREA
Altus AFB	8	OK	SHARON WASHINGTON
Cannon AFB	8	NM	WEST AREA
Fort Worth NAS	8	TX	WEST AREA
Ft Bliss	8	TX	WEST AREA
Ft Sill	8	OK	WEST AREA
Holloman AFB	8	NM	WEST AREA
Kirtland AFB	8	NM	WEST AREA
McConnell AFB	8	KS	WEST AREA
Sheppard AFB	8	TX	WEST AREA
Tinker	8	OK	WEST AREA
Vance AFB	8	OK	WEST AREA
White Sands	8	NM	WEST AREA
Air Force Academy	9	CO	JEROME KATRENICK
Buckley AFB	9	CO	WEST AREA
Ellsworth AFB	9	SD	WEST AREA
F.E. Warren AFB	9	WY	WEST AREA
Ft Carson	9	CO	WEST AREA
Ft Leavenworth	9	KS	WEST AREA
Ft Riley	9	KS	WEST AREA

Columbus AFB	1	MS	CENTRAL AREA
Grand Forks AFB	9	ND	WEST AREA
Minot AFB	9	ND	WEST AREA
Offutt AFB	9	NE	WEST AREA
Peterson AFB	9	CO	WEST AREA

Anchorage	12	AK	VICTORIA BEST-RUSH
Bangor NBK	12	WA	PACIFIC AREA
Bremerton NS	12	WA	PACIFIC AREA
Eielson AFB	12	AK	PACIFIC AREA
Ft Greely	12	AK	PACIFIC AREA
Ft Lewis	12	WA	PACIFIC AREA
Ft Wainwright	12	AK	PACIFIC AREA
Kodiak	12	AK	PACIFIC AREA
McChord AFB	12	WA	PACIFIC AREA
Smokey Point	12	WA	PACIFIC AREA
Whidbey Island	12	WA	PACIFIC AREA

Hickam AFB	13	HI	BRUCE GRAF
Kaneohe Bay MCBH	13	HI	PACIFIC AREA
Pearl Harbor	13	HI	PACIFIC AREA
Schofield Barracks	13	HI	PACIFIC AREA

Beale	15	CA	BENJAMIN WAINWRIGHT
Bridgeport	15	CA	PACIFIC AREA
Fallon NAS	15	NV	PACIFIC AREA
Ft Hunter Liggett	15	CA	PACIFIC AREA
Lemoore NAS	15	CA	PACIFIC AREA
McClellan	15	CA	PACIFIC AREA
Moffett Field	15	CA	PACIFIC AREA
Ord Community	15	CA	PACIFIC AREA
Travis AFB	15	CA	PACIFIC AREA

Columbus AFB	1	MS	CENTRAL AREA
29 Palms	16	CA	DAVE WOODY - 10
Camp Pendleton MCB	16	CA	WEST AREA
El Centro NAF	16	CA	WEST AREA
Imperial Beach	16	CA	WEST AREA
Miramar MCAS	16	CA	WEST AREA
North Island NAS	16	CA	WEST AREA
San Diego NB	16	CA	WEST AREA
San Onofre	16	CA	WEST AREA
Yuma MCAS	16	AZ	WEST AREA
Yuma PG	16	AZ	WEST AREA
Barstow MCLB	18	CA	SCOTT HILL
China Lake NAWS	18	CA	WEST AREA
Edwards AFB	18	CA	WEST AREA
Ft Irwin	18	CA	WEST AREA
Los Angeles AFB	18	CA	WEST AREA
March ARB	18	CA	WEST AREA
Port Hueneme	18	CA	WEST AREA
Vandenberg AFB	18	CA	WEST AREA
Davis-Monthan AFB	19	AZ	MICHAEL COX
Dugway PG	19	UT	WEST AREA
Fairchild AFB	19	WA	WEST AREA
Ft Huachuca	19	AZ	WEST AREA
Hill AFB	19	UT	WEST AREA
Luke AFB	19	AZ	WEST AREA
Malmstrom AFB	19	MT	WEST AREA
Mountain Home AFB	19	ID	WEST AREA
Nellis AFB	19	NV	WEST AREA
Bangor ANGB	21	ME	RONALD YODER
Ft Drum	21	NY	EAST AREA

Columbus AFB	1	MS	CENTRAL AREA
Hanscom AFB	21	MA	EAST AREA
New London	21	CT	EAST AREA
Newport NS	21	RI	EAST AREA
Portsmouth NSY	21	NH	EAST AREA
Saratoga Springs	21	NY	EAST AREA

ARDEC Picatinny	23	NJ	BARBARA SANNINO
Ft Hamilton	23	NY	EAST AREA
Lakehurst NAES	23	NJ	EAST AREA
McGuire AFB	23	NJ	EAST AREA
Mitchel Field	23	NY	EAST AREA
Pittsburgh Area	23	PA	EAST AREA
Tobyhanna	23	PA	EAST AREA
West Point	23	NY	EAST AREA

Dahlgren	24	VA	ROBIN SCHMIDT
Ft Belvoir	24	VA	EAST AREA
Ft Buchanan	24	PR	EAST AREA
Ft Detrick	24	MD	EAST AREA
Ft Myer	24	VA	EAST AREA
Patuxent River NAS	24	MD	EAST AREA
Quantico MCB	24	VA	EAST AREA

Aberdeen PG	25	MD	MARY WILLIAMS
Andrews AFB	25	MD	EAST AREA
Annapolis NS	25	MD	EAST AREA
Bolling AFB	25	DC	EAST AREA
Carlisle Barracks	25	PA	EAST AREA
Dover AFB	25	DE	EAST AREA
Forest Glen	25	DC	EAST AREA
Ft Meade	25	MD	EAST AREA

Columbus AFB	1	MS	CENTRAL AREA
Fort Leonard Wood	26	MO	PATSEL KALANI
Ft McCoy	26	WI	CENTRAL AREA
Great Lakes NS	26	IL	CENTRAL AREA
Little Rock AFB	26	AR	CENTRAL AREA
Memphis NSA	26	TN	CENTRAL AREA
Richards-Gebaur	26	MO	CENTRAL AREA
Rock Island Arsenal	26	IL	CENTRAL AREA
Scott AFB	26	IL	CENTRAL AREA
Whiteman AFB	26	MO	CENTRAL AREA

Arnold AFB	27	TN	MATTHEW WHITTAKER
Crane NSWC	27	IN	CENTRAL AREA
Ft Campbell	27	KY	CENTRAL AREA
Ft Knox	27	KY	CENTRAL AREA
Harrison Village	27	IN	CENTRAL AREA
Redstone Arsenal	27	AL	CENTRAL AREA
Selfridge ANGB	27	MI	CENTRAL AREA
Wright-Patterson AFB	27	OH	CENTRAL AREA

Ft Eustis	28	VA	GREGORY MCGRUDER
Ft Lee	28	VA	EAST AREA
Langley AFB	28	VA	EAST AREA
Little Creek NAB	28	VA	EAST AREA
Norfolk NS	28	VA	EAST AREA
Oceana NAS	28	VA	EAST AREA
Portsmouth NNSY	28	VA	EAST AREA

Camp Lejeune	29	NC	MICHAEL PULLEY
Charleston AFB	29	SC	EAST AREA
Charleston NWS	29	SC	EAST AREA
Cherry Point MCAS	29	NC	EAST AREA
Ft Bragg North	29	NC	EAST AREA

Columbus AFB	1	MS	CENTRAL AREA
Ft Bragg South	29	NC	EAST AREA
Ft Jackson	29	SC	EAST AREA
New River MCAS	29	NC	EAST AREA
Parris Island MCRD	29	SC	EAST AREA
Seymour-Johnson AFB	29	NC	EAST AREA
Shaw AFB	29	SC	EAST AREA

**2017 Healthy Lifestyle Festival
(May 26-June 25th)**

June 23

June 18-25

June 15-16

June 2

June 2

June 1-3

June 1-2

June 1-2

June 16-17

June 1-3

June 2-3

June 16-17

May 18-20

June 16-17

May 30-31

June 15-17

June 2-3

June 3-4

June 15-16

June 15-16

June 14-15

May 31

June 16-17

June 23-24

June 16-17

June 15-16

June 15-16

June 21-22

June 1-3

June 18-25
June 10
June 15-17
June 9-10
June 5-6
June 1-2
June 1-4
June 2
June 17
June 13-14
June 10
June 2-4
June 2-3
June 23
May 27
April 7
June 15
June 16
June 9-11
June 9-10
June 2-3
June 15
June 15-17
May 26
June 15-17
June 1-3
June 16-17
June 2-3
June 1-2
June 9-10

June 18-25
June 16-17
June 1-2
June 8-10
June 16-17
June 15-17
June 16-17
June 9-10
June 15-16
June 16-17
June 15-17
June 2-3
June 2-4
June 22-25
June 1-4
June 23-24
May 31-June 2
June 30-July 3
June 29-July 2
June 30-July 3
June 13
June 9
June 2
June 16
June 2-3
June 3
June 16-17
June 17
May 26-27

June 18-25
June 16-17
May 26-28
June 22
June 1-2
June 15
May 21
June 14
June 17
June 21
June 16-17
June 2
June 2
June 16
June 14
June 2
June 2-3
June 16
June 1
June 7-8
May 30-June 1
June 15-16
June 6
June 1-3
June 1-3
June 8-10
June 15-16
June 13-15
June 1-2
June 15-16

June 18-25
June 16-17
May 26-27
June 15-16
June 16
June 2-3
June 2
June 2
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June 15-16
June 17
May 25-27
June 9
June 14-16
June 1-2
May 26-28
June 3-4
June 16
June 16-17
June 16-18
June 22-23
June 16
June 9-10
June 16-18
June 6-7
May 31-June 1
June 7-8
June 1-2
June 19-25

June 18-25
June 2
June 2-3
June 3
May 29-June 4
May 26-27
May 26-28
June 15-16
May 12-13
June 2-3
May 5-6
June 7
June 16-17
June 9-10
May 26-28
May 24-26
June 3-4
June 23
May 26-27
June 2-4
June 16-17
June 15-17
June 8-10
June 2-3
June 2-4
June 14-16
June 15
June 1-3
June 1 and June 9
June 16-17

June 18-25
June 2-3
June 16-17
June 16-17
May 26-27
June 15-17
June 2-4