



DEFENSE COMMISSARY AGENCY  
HEADQUARTERS  
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MPS

May 3, 2016

NOTICE TO THE TRADE – DeCA NOTICE 16-69

SUBJECT: Your Healthy Lifestyle Festival Update

The purpose of this Notice to Trade (NTT) is to advise Industry of more details regarding the upcoming 2016 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 you, our industry trading partners as well as our produce suppliers for the farmers' markets and 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 2016 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 (July 1 – 31) can be found online at [www.commissaries.com](http://www.commissaries.com), effective May 6, 2016.

Artwork for this event can be found on [www.commissaries.com](http://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 June allowing them ample time to publicize this event.

Good luck on the planning of this community event and do not hesitate to contact Sallie Cauthers, Marketing & Mass Communication Specialist at [sallie.cauthers@deca.mil](mailto:sallie.cauthers@deca.mil) or (804) 734-8000, extension 48769 for more information.

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