

PSP

December 13, 2010

NOTICE TO THE TRADE – DeCA NOTICE 11-20

SUBJECT: Healthier Eating Promotions Calendar 2011

The purpose of this Notice to the Trade (NTT) is to provide the Healthy Eating Promotions Calendar for 2011. The Defense Commissary Agency (DeCA) is requesting support for promoting healthier eating in the commissaries. With this goal in mind, the Perishable Division has developed a template (attached) for promotions for CY 2011. This template breaks down by display period and sub-departments within each Perishable Branch. These sub-departments are further broken down into products directed at – Children, Service members or Seniors. Our goal is to have a program that continually reminds customers of healthy eating options and the benefits of eating healthy. Each of these groups has a different need, and focusing on a different segment of our customer base each month will keep this program fresh.

The Marketing Business Unit is asking Industry to identify items that fit within the parameters of the attached template. These items should also be of good price/value to our patrons. Items submitted should take into consideration the following tips within the USDA Web site ([www.myPyramid.gov](http://www.myPyramid.gov)).

- Making half your grains whole grains
- Vary your veggies
- Focus on fruits
- Get calcium rich foods
- Go lean with protein
- Change your oil
- Don't sugarcoat it

The Semi-Perishable and Perishable Divisions will accept presentations for healthy eating that follows the matrix (Reference: NTT 10-108, PSMP, July 7, 2010, subject: Promotional Matrix 2011). Items chosen for this program will be presented in accordance with the regular promotional display offers, within the normal time lines for the display period, and to the appropriate buyer or manager for that commodity.

The following data elements are required on DeCA Form 40-15 for all input:

- Items for specific display periods and indicate the target group.
- Promotional pricing for the display period, allowing for order lead times.
- How the items will be supported at store level with point of sales materials, contests, giveaways, etc.

- What educational materials will be at store level in support of the product?
- What tie-ins will there be with on base activities?

Thank you for your participation and cooperation in this endeavor. The points of contact for this action are Ms. Bridget Bennett, Category Buyer at 804-734-8000, extension 4-8200 or [bridget.bennett@deca.mil](mailto:bridget.bennett@deca.mil) and Mr. Charlie Dowlen, Promotions Chief at 804-734-8000, extension 4-8385 or [charlie.dowlen@deca.mil](mailto:charlie.dowlen@deca.mil).

//signed//  
Christopher T. Burns  
Director of Sales

Attachment:  
As Stated