

PSP

February 14, 2011

NOTICE TO THE TRADE - DeCA NOTICE 11-38

SUBJECT: Round Table Discussion - DeCA Worldwide Brand Name Pre-Packaged Salad Merchandising Program

A round table discussion on the DeCA Worldwide Brand Name Pre-Packaged Salad Merchandising Program will be held on Wednesday, March 2. The round table discussion is scheduled for 9 a.m. - 12 noon in Multi Purpose Rooms 3 and 4 at the Defense Commissary Agency (DeCA) Headquarters, 1300 E Avenue, Fort Lee, Virginia 23801-1800. All interested parties are invited. The purpose of this meeting is to discuss the future program.

Suggested topics for discussion are listed below. It is requested that any other questions, suggestions, recommendations, and concerns relating to this new merchandising program be submitted in writing to the point of contact by close of business Tuesday, February 22. This will enable DeCA to establish a final agenda to help facilitate the round table discussion.

Topics for discussion include, but are not limited to, the following:

- Marketing Sales Areas
- 1, 2, or 3 year program
- Guaranteed sales
- Primary and secondary sources
- Item selection and core items
- Delivery schedules and delivery times
- Order lead time
- Vendor support
- Additional promotional support
- Display space requirements
- Promotional plans/price reductions/coupons
- Mandatory requirements (hard coded items)
- Swell Allowance

Thank you for your participation and cooperation. If unable to attend the round table discussion, interested parties may submit comments via mail to the Defense Commissary Agency, Marketing Business Unit, ATTN: Ms. Bridget Bennett, 1300 E Avenue, Fort Lee, Virginia 23801-1800, or e-mail to bridget.bennett@deca.mil.

Your comments must arrive at DeCA Headquarters no later than close of business February 22. My point of contact for this action is Ms. Bridget Bennett, Acting Category Manager, (804) 734-8000, extension 4-8200.

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