

PSP

June 17, 2011

NOTICE TO THE TRADE – DeCA NOTICE 11-81

SUBJECT: Addendum to DeCA Notice to the Trade 11-77, DeCA Brand-Name Fresh Chicken Merchandising Program

The purpose of this Notice to the Trade (NTT) is to make clarifications and revisions to DeCA Notice to the Trade 11-77, DeCA Brand-Name Fresh Chicken Merchandising Program, dated June 10, 2011.

a. Reference the NTT 11-77, page 1, paragraph 2 and 3, change verbiage to read as follows:

The Marketing Business Unit (MBU) will be accepting presentations from potential primary and secondary suppliers for the brand name fresh chicken program on June 15, 16, 21, 22, and 23 for the following six marketing sales areas: (Area 1) Central, Northeast, (Area 2) Southern, Midwest, (Area 3) Southwest, (Area 4) Northwest, (Area 5) Alaska, and (Area 6) Hawaii. Please note that Europe, Far East, Cuba, and Puerto Rico commissaries are excluded from this program. Specific store locations by marketing sales area are provided at attachment 1.

All presentations will be conducted at the DeCA Headquarters, located at 1300 E Avenue, Fort Lee, Virginia 23801-1800. Offerors must offer a price for each of the marketing sales areas they are presenting. Offerors may make presentations on any or all of the six marketing sales areas and subsequently, may be selected for more than one marketing sales area.

The Agency is always seeking ways to provide our patrons with maximum savings; therefore, you will have the opportunity to present an “alternative offer” along with your initial offer. As such, offerors will have the option to consolidate any of the above marketing sales areas to offer DeCA a better price. However, you must present your initial price offer first, to DeCA for each of marketing sales areas you want to be considered before you subsequently present your “alternative offer.”

The primary supplier selected will not be considered as the secondary supplier for the same marketing sales area. All presentations will be videotaped and will not exceed 1 hour in duration. Each vendor will be given 15 minutes before and after the presentation to prepare and clear the room.

b. Reference the NTT 11-77, page 3, paragraph 2, change the verbiage to read as follows:

Your Commissary ... It's Worth the Trip

All interested companies must provide their pricing strategy based on the Georgia or Los Angeles Docks Quoted Price Tier, as applicable. The base selling price for chicken items will be determined using the Wednesday Dock Quoted Price Tier from the immediate, previous week. For evaluation purposes, DeCA will be using the Dock Quoted Price Tier effective June 8. These prices should be annotated on attachment 6.

NOTE: Suppliers may offer one price for marketing sales Area 1 and Area 2; or may offer a separate price for each individual region within these two marketing sales areas to offer DeCA a better price for a region. With either option, selection of the supplier will be based solely on the marketing sales area and not by individual regions.

c. Reference the NTT 11-77, page 5, paragraph 1, change verbiage to read as follows:

Appointments must be made no later than June 21 by contacting Ms. Vicki Burgess, Office Automation Assistant, at (804) 734-8000, extension 8-6207.

d. Reference the NTT 11-77, Mandatory Requirements, attachment 2, page 2, Mandatory Requirement number 12, change verbiage to read as follows:

12. Supplier will deliver ordered product no later than 96 hours from the date/time of the order. This applies to all commissaries with the exception of commissaries in Alaska and Hawaii which may have additional hours. Please note that all chicken products must still be received with a minimum of 50 percent shelf life remaining at the time of delivery to all commissaries. This time period shall apply to each individual order placed, and shall apply for each commissary in each marketing sales area, excluding Sundays. The fill rate must be 98 percent better and will be calculated by store, not as an average for the marketing sales area.

e. Reference the NTT 11-77, attachment 1, Store Listing:

Replace Area 3 (Southwest, Northwest, Alaska, and Hawaii) with the revised Store Listing, which reads: (Area 3) Southwest, (Area 4) Northwest, (Area 5) Alaska, and (Area 6) Hawaii.

f. Reference the NTT 11-77, attachment 5, Area 3, Chicken Core Items and Tonnage:

Replace Area 3 (Southwest, Northwest, Alaska, and Hawaii) with the revised Chicken Core Items and Tonnage which reads: (Area 3) Southwest, (Area 4) Northwest, (Area 5) Alaska, and (Area 6) Hawaii).

g. Reference the NTT 11-77, attachment 7, VPR Promotional Sheet, Area 3 NW Region; Area 3 AK Region; and Area 3 – HI Region:

Revised sheets to read: (Area 4) Northwest; (Area 5) Alaska; and (Area 6) Hawaii

The point of contact for this program is Mr. LaRue Smith, Category Manager, at 804-734-8000, extension 4-8255, or [larue.smith@deca.mil](mailto:larue.smith@deca.mil).

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

Attachments:  
As stated