



DEFENSE COMMISSARY AGENCY

HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

REPLY TO
ATTENTION OF

PSP

August 8, 2011

NOTICE TO THE TRADE – DeCA NOTICE 11-106

SUBJECT: DeCA Brand Name Fresh Chicken Merchandising Program

References:

- a. NTT 11-102, Selection of Suppliers for DeCA Brand-Name Fresh Chicken Merchandising Program, July 27, 2011 (copy attached)
- b. NTT 11-81, Addendum to DeCA Notice to Trade 11-77, DeCA Brand-Name Fresh Chicken Merchandising Program, June 17, 2011 (copy attached)
- c. NTT 11-77, DeCA Brand-Name Fresh Chicken Merchandising Program, June 10, 2011 (copy attached)

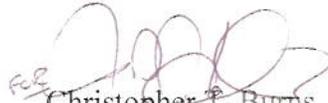
DeCA had previously advertised under references a and b above for a new Brand-Name Fresh Chicken Merchandising Program. Industry responded with proposals from a variety of firms, and after a review process, DeCA subsequently announced that it had made selections for firms to serve as the new primary and secondary suppliers. Those results were announced under reference (a) above.

As permitted by the terms of the Merchandising Program selection process, DeCA received input from multiple members of Industry through the formal Reclama Process, which requested that DeCA reconsider its award designation decisions. As a result of a review of the additional information provided by industry, along with a detailed review of the agency solicitation and the application of its current evaluation criteria, DeCA has determined that the Brand Name Fresh Chicken Merchandising Program, as originally advertised, does not adequately address the needs of the Agency or its patrons. In order to be fair to all potential offerors and DeCA patrons, DeCA will update and refine its requirement accordingly.

As such, this notice to the trade is to advise Industry that DeCA is canceling the merchandising program advertised under references (a) and (b) above, and rescinding the award results identified in reference (a)

After incorporating the necessary changes to the program, DeCA will be advertising in the near term for a new merchandising program for Brand Name Fresh Chicken products. All interested parties will once again have an opportunity to submit offers in response to the updated Agency requirement.

Point of contact for questions is Mr. Brad McMinn, Chief, Perishable Division, 804-734-8000, extension 4-8390.



Christopher T. Burns
Director of Sales

3 Attachments:
As stated