



**DEFENSE COMMISSARY AGENCY**  
**HEADQUARTERS**  
**1300 E AVENUE**  
**FORT LEE, VIRGINIA 23801-1800**

MPS

February 21, 2014

NOTICE TO THE TRADE – DeCA NOTICE 14-19

SUBJECT: Packaged Salad Category

The purpose of this Notice to the Trade (NTT) 14-19 is to notify Industry partners that DeCA intends to take presentations for a variety of packaged salad (conventional and organic) and individual bowls for distribution to one or more marketing areas. The Sales Directorate will take presentations from local, regional, and national packaged salad suppliers to enhance the variety offered within the commissaries. The goal is to meet patron desires while staying within current allocated space constraints.

DeCA has previously acquired packaged salads for its world-wide store locations under a centralized Merchandising Agreement program, which will expire on March 31, 2014. Performing category management on the packaged salad category will permit DeCA's Produce Category Manager to manage packaged salad and related products in the same manner as it does other many brand name categories while alternate options are tested.

This is an opportunity to supply packaged salad (conventional and organic), and individual bowls in one or more designated market areas throughout DeCA. There are a total of 6 DeCA designated market areas available, the market areas are: Northeast, Central, Southern, Midwest, Southwest, and Hawaii. The specific store locations are segregated into these distinct market areas, see attachments 1 & 2. The objective of this program is to provide timely deliveries, patron satisfaction, and consistent patron savings. The selected suppliers must recognize that these products are vital to the government and must be continued without interruption. All items being represented must be presented on the DeCA New Item and File Maintenance form (DeCAF 40-15). All data must be completed electronically prior to printing hard copies for presentation to the category manager. See attachments 3 & 4.

The DeCA Sales Directorate will be accepting presentations for a variety of packaged salad (conventional and organic), at Fort Lee, Virginia for consideration of stock assortment in the commissaries. By following the principles of category management, we will meet a key Agency goal of providing today's military community with a great shopping experience. To schedule an appointment please contact Ms. Bridget Bennett, (804) 734-8000 X48200.

NOTE: This is not a contractual solicitation and is not governed by the Federal Acquisition Regulations.

NOTE: Under the existing Merchandising Agreement program which expires on March 31, 2014, DeCA acquires packaged salad and related items for the following marketing areas:

Northeast	Central	Southern	Midwest	Southwest
Northwest	Europe	Pacific Theater		

For planning purposes, this NTT 14-19 does not include requirements for Northwest, Alaska, Europe, Pacific Theater, and Puerto Rico.

My point of contact for this action is Ms. Bridget Bennett, Category Manager at 804-734-8000 X4200 or [bridget.bennett@deca.mil](mailto:bridget.bennett@deca.mil).



Randy Chandler  
Director of Sales

Attachments:  
As stated 4