



IN REPLY
REFER TO

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

MPS

August 4, 2015

NOTICE TO THE TRADE – DeCA NOTICE 15-85

SUBJECT: Fresh Organic Chicken

This purpose of this Notice to the Trade is to request presentations on Organic chicken. Industry members with Organic fresh chicken are encouraged to submit their presentations including, DeCA Form 40-15s, annual promotion and marketing plans, consumer decision trees, and assortment recommendations electronically to Mr. Norman Apt not later than **September 15, 2015**.

Our objective for this solicitation is to:

- Provide an Organic fresh chicken line with assortment to meet the needs of our organic product shoppers
- Provide the best possible pricing and savings, ensure the patrons can quickly find the products they want on the shelf, and will find the right mix of items on display when they shop our stores
- Ensure Industry members have the opportunity to present their promotion plans for 2016, new item introductions and innovations, consumer insights, and strategies to drive sales and surpass our customers' expectations.

If there are any questions or concerns, please contact Mr. Norman Apt, Sales Directorate, at norman.apt@deca.mil or (804) 734-8000, extension 48216. Thanks for your support!

Tracie L. Russ
Director, Sales