



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

MPS

September 23, 2015

**NOTICE TO THE TRADE – DeCA NOTICE 15-100**

**SUBJECT: Selection of Suppliers for DeCA Brand Name Fresh Chicken Merchandising Program (NTT 15-43, Addendum NTT 15-83)**

The purpose of this Notice to the Trade (NTT) is to notify Industry of the final selection of suppliers for the DeCA Brand Name Fresh Chicken Merchandising Program for the seven separate marketing sales areas for the primary supplier: (Area 1) Northeast, (Area 2) Southern, (Area 3) Midwest and Central, (Area 4) Southwest, (Area5) Northwest, (Area 6) Alaska, and (Area 7) Hawaii; and for the seven separate marketing sales areas for secondary supplier: (Area 1) Northeast, (Area 2) Southern, (Area 3) Midwest and Central, (Area 4) Southwest, (Area 5) Northwest, (Area 6) Alaska, and (Area 7) Hawaii. The program will commence on October 1, 2015 and end on September 30, 2016, with the potential for two 1-year renewal options.

Note that the decision to exercise renewal options is the unilateral right of the Government, and will be based upon such things as supplier performance; strict adherence to the mandatory requirements; and other criteria specified in NTT 15-43, dated April 20, 2015, and addendum NTT 15-83, dated July 31, 2015, for the DeCA Brand Name Fresh Chicken Merchandising Program.

Based on the evaluation criteria set forth in NTT 15-43, and addendum NTT 15-83, the following suppliers have been selected for the respective marketing sales areas for the DeCA Brand Name Fresh Chicken Merchandising Program:

**Suppliers for primary marketing sales areas are as follows:**

- **Area 1 – Northeast: Tyson Foods**
- **Area 2 – Southern: Tyson Foods**
- **Area 3 – Midwest and Central: Tyson Foods**
- **Area 4 – Southwest: Tyson Foods**
- **Area 5 – Northwest: Tyson Foods**
- **Area 6 – Alaska: Foster Farms**
- **Area 7 – Hawaii: Foster Farms**

**Suppliers for secondary marketing sales areas are as follows:**

- **Area 1 – Northeast: Perdue Farms**
- **Area 2 – Southern: Perdue Farms**
- **Area 3 – Midwest and Central: Perdue Farms**
- **Area 4 – Southwest: Foster Farms**
- **Area 5 – Northwest: Foster Farms**
- **Area 6 – Alaska: *No secondary supplier***
- **Area 7 – Hawaii: 50<sup>th</sup> State Poultry**

My point of contacts for this action is Mr. Norman Apt, Category Manager at (804) 734-8000, extension 4-8216, [norman.apt@deca.mil](mailto:norman.apt@deca.mil) or Mr. Jeff Rose, Merchandising Specialist (804) 734-8000, extension 4-8721, [jeff.rose@deca.mil](mailto:jeff.rose@deca.mil).



Tracie L. Russ  
Director, Sales