

**UNITED STATES OF AMERICA**  
**Before the**  
**SECURITIES AND EXCHANGE COMMISSION**

**SECURITIES EXCHANGE ACT OF 1934**  
**Release No. 64683 / June 16, 2011**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-14391**

**In the Matter of**

**Dechtar Direct Inc.,  
DigitalReach Holdings, Inc. (n/k/a  
People Dynamics Holdings, Inc.),  
Dippy Foods, Inc.,  
DLD Group, Inc.,  
DNA Plant Technology Corp.,  
Docplanet.com, Inc.,  
Docugraphix, Inc., and  
DTC Data Technology Corp.,**

**Respondents.**

**ORDER MAKING FINDINGS AND  
REVOKING REGISTRATION OF  
SECURITIES PURSUANT TO SECTION 12(j)  
OF THE SECURITIES  
EXCHANGE ACT OF 1934 AS TO DIPPY  
FOODS, INC.**

**I.**

The Securities and Exchange Commission (“Commission”) deems it necessary and appropriate for the protection of investors to accept the Offer of Settlement submitted by Dippy Foods, Inc. (“Dippy Foods” or “Respondent”) pursuant to Rule 240(a) of the Rules of Practice of the Commission, 17 C.F.R. § 201.240(a), for the purpose of settlement of these proceedings initiated against Respondent on May 16, 2011, pursuant to Section 12(j) of the Securities Exchange Act of 1934 (“Exchange Act”).

**II.**

Solely for the purpose of these proceedings and any other proceedings brought by or on behalf of the Commission, or to which the Commission is a party, and without admitting or denying the findings herein, except as to the Commission’s jurisdiction over it and the subject matter of these proceedings, which are admitted, Respondent consents to the entry of this Order

Making Findings and Revoking Registration of Securities Pursuant to Section 12(j) of the Securities Exchange Act of 1934 as to Dippy Foods, Inc. (“Order”), as set forth below.

### **III.**

On the basis of this Order and Respondent’s Offer, the Commission finds that<sup>1</sup>:

1. Dippy Foods (CIK No. 1080033) is a permanently revoked Nevada corporation located in Cypress, California. At all times relevant to this proceeding, the securities of Dippy Foods have been registered under Exchange Act Section 12(g). As of May 16, 2011, the company’s stock (symbol “DPPI”) was traded on the over-the-counter markets.

2. Dippy Foods has failed to comply with Exchange Act Section 13(a) and Rules 13a-1 and 13a-13 thereunder because it has not filed any periodic reports with the Commission since the period ended January 31, 2002.

### **IV.**

In view of the foregoing, the Commission deems it necessary and appropriate for the protection of investors to impose the sanction specified in Respondent’s Offer.

Accordingly, it is hereby ORDERED that:

Pursuant to Exchange Act Section 12(j), registration of each class of Respondent’s securities registered pursuant to Exchange Act Section 12 be, and hereby is, revoked.

For the Commission, by its Secretary, pursuant to delegated authority.

Elizabeth M. Murphy  
Secretary

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<sup>1</sup>The findings herein are made pursuant to Respondent’s Offer of Settlement and are not binding on any other person or entity in this or any other proceeding.