



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

MPS

October 01, 2015

NOTICE TO THE TRADE – DeCA NOTICE 15-102

SUBJECT: Accepting Item Presentations for Value Brands Program

The purpose of this Notice to the Trade is to announce that DeCA is accepting Value Brands item presentations via email through close of business October 23, 2015 for the program period January 1 – July 30, 2016. Pricing for overseas commissaries (Europe and Pacific to include Guam) and Puerto Rico should be the same as prices quoted for commissaries in the 48 Continental United States. Alaska and Hawaii pricing may be higher to account for first destination transportation costs. Pricing for Europe and the Pacific should be sent earlier to allow these areas to order and receive product in time for the January implementation. In addition, we request industry support to stock protect product at OCONUS central distribution centers to allow for a January 1 start date. The table below identifies EDI price cutoff dates and price effective date by area:

<b>AREA</b>	<b>PRICE SUBMISSION CUTOFF DATE</b>	<b>PRICE EFFECTIVE DATE</b>
CONUS, ALASKA, HAWAII, PUERTO RICO	December 10, 2015	January 1, 2016
OCONUS	November 10, 2015	December 1, 2015

As before, DeCA's will evaluate each Value Brand item offered to ensure it is of similar quality and at the same or at a lower price when compared to the equivalent store brand/private label item (formulation and size). DeCA will measure Value Brand pricing by comparing the item to the average store brand/private label item based on the latest 26 weeks in All Other Channels (xAOC).

DeCA is seeking presentations for the following categories because of the high market share of store and control brands within these categories but will also consider other categories for the program. However, products offered at this time should be existing brand labels; not new brands to the commissary.

ADULT INCONTINENCE  
ANTISEPTICS AND DISINFECTANTS  
BAR AND LIQUID SOAP  
BATTERIES  
BREAKFAST MEAT  
BUTTER  
CANNED AND POWDERED MILK  
CANNED FISH  
CANNED SOUP

COTTONS BALLS AND SWABS  
CREAM CHEESE  
DISH DETERGENT  
DISPOSABLE BAGS  
DISPOSABLE DIAPER AND TRAINING  
DISPOSABLE PANTS  
DOG FOOD  
DOG TREATS  
DRY PASTA

CAT FOOD  
CHEESE  
CHILLED DESSERTS/PUDDING CUPS  
COFFEE  
COFFEE CREAMERS  
FROZEN BREAKFAST  
FROZEN FRUIT  
FROZEN PIZZA  
FROZEN VEGETABLES  
GRAIN AND DRY BEAN  
HARD CANDY  
HONEY  
HOT CEREAL  
HOT DOG  
HOUSEHOLD CLEANING  
HOUSEHOLD LAUNDRY BLEACH  
ICE CREAM  
KETCHUP  
LAUNDRY DETERGENT  
LAXATIVES  
LIGHT BULBS  
LUNCHMEAT  
MARGARINE AND SPREAD  
MUSTARD  
PAIN RELIEF

EYE CARE  
FACIAL TISSUES  
FIRST AID  
FOOD STORAGE, LUNCH BAG, WRAPS  
FOOT CARE  
PAPER NAPKINS  
PAPER TOWEL  
PASTA SAUCE  
PEANUT BUTTER  
PICKLE AND RELISH  
RICE  
RTE CEREAL  
SHAMPOO AND CONDITIONER  
SHELF STABLE JUICE  
SHELF STABLE FRUIT  
VITAMINS  
SHORTENING AND OILS  
SKIN CARE  
SOFT DRINKS  
STOMACH UPPER G.I.  
SUGAR  
SUGAR SUBSTITUTES  
TOILET PAPER  
TOMATO PASTE AND SAUCE

Presentations may be made in person or information emailed to the applicable category manager using a DeCA 40-15, New Item & File Maintenance Form or DeCAF 40-16, Display Presentation Form with a copy to Mr. Greg Kochuba, Chief, Special Programs, at (804) 734-8000 x 49828 or [T.Kochuba@deca.mil](mailto:T.Kochuba@deca.mil).

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