



DEFENSE COMMISSARY AGENCY

HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

MPM

November 30, 2018

NOTICE TO THE TRADE – DeCA NOTICE 18-76

SUBJECT: Vendor Stocker Support Initiative

The purpose of this Notice to Trade (NTT) is to notify our industry partners of a new Vendor Stocker Support Initiative as it relates to display compliance from stores.

Effective immediately, commissaries are authorized to discontinue off-shelf display activities for companies that have demonstrated an inability to provide adequate vendor stocking support. Display activity includes, but is not limited to, building and maintaining of displays on an end cap or in a mass display area.

Once stores encounter an unacceptable level of vendor stocking support as defined below from any specific broker/brand/company, they will immediately notify Headquarters DeCA Store Operations (SO) of such poor support. SO will determine whether the vendor stocking support is insufficient enough to warrant this “exclusion” authority. Examples of unacceptable vendor stocking support include, but are not limited to:

- *Failure to follow the pre-established vendor stocking schedule by the Store Director.

- *Inconsistent vendor stocker availability and/or failure to perform complete vendor stocking duties. Inconsistent is defined as two or more days of unsatisfactory support during the weekdays and one or more days of unsatisfactory support on weekends.

- *Excessive number of cases capable of being stocked to designated location(s) left behind and remaining unworked by the vendor stocker. Excessive is defined as 20% or more product remains unworked by the vendor stocker. More than 3 instances of the manufacturer’s vendor stockers leaving an excessive number of cases capable of being stocked to designated locations within a calendar month is considered to be unacceptable.

SO will share information reports of inadequate vendor stocking support with the appropriate DeCA Sales Category team(s). The Category teams will notify senior level management of brokers/brands/companies of the inadequate vendor stocking support and direct the manufacturer or their representative to resolve the concerns within 48 hours of notification. If the vendor stocking support has not been restored to an acceptable level with local store management within 48 hours of notification, the process of excluding the specific broker/brand/company from any display activity will begin.

Any questions or concerns can be addressed to Jason White at 804-734-8000, ext. 48679 or Joey Autery at 804-734-8000, ext. 86373.

Hector Granado
Director, Marketing

PROUD, COMMITTED AND MORE.