



IN REPLY  
REFER TO

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

MPM

January 26, 2021

**NOTICE TO THE TRADE – DeCA NOTICE 21-09**

**SUBJECT: Shelf Label Program (SLP) and Priority of Label Placement**

The purpose of this notice is to advise Industry of the new requirements for the priority placement of all point-of-sale (POS) labels (signs) for the Shelf Label Program.

Currently, there are a total of seven (8) labels that are authorized to be placed at the POS shelf location. The labels and their priority are as follows:

Women & Infant Children (WIC), varies by location

Your Everyday Savings (YES!)

Dietitian Approved Thumb (DAT), replacing the Nutritional Guide Program (NGP) label

USDA Organic

Save More

Everyday Low Price (EDLP)

New

Compare & Save (Store Brand)

Reference: DeCA NTT 20-73 –  
New Promotional Sign Program

The new SLP provides a streamlined process for the placement and maintenance of all POS labels that will provide uniformity across all stores. The attached document provides a visual demonstration of the sequence of signs.

Note the following:

- The new DAT label replaces the old NGP labels. Only one label (DAT) will now be used to identify products in the former NGP.
- A maximum of two (2) labels are permitted for each item. NOTE: the one exception to this maximum applies to those stores that have WIC labels that are placed into the channel of the shelf. In these instances, stores are permitted to have three (3) labels (labels are clear at the top and the WIC label would still be visible below it).

We are introducing a new functionality in Store Portal that allows stores to create their own reports for products that should be labeled according to YES!, DAT, & USDA Organic. The reports are unique to each store location. Industry members are encouraged to familiarize themselves with those items at each store since Save More, EDLP, and New (new item) signs are priorities 5, 6, and 7 respectively.

Questions regarding this notice may be directed to Michael A. Pulley, Chief Promotions and Marketing, who can be reached at [Michael.Pulley@deca.mil](mailto:Michael.Pulley@deca.mil) or (804) 734-8000, extension 48521.

Tracie L. Russ  
Director, Marketing

Attachments:  
As stated

**DEFENSE COMMISSARY AGENCY**  
**MARKETING DIRECTORATE**

**STORE POS LABELS**

# CURRENT INDUSTRY LABELS

Everyday Low Price  
(in line)



Promo



Hot New Item



Promo



# NEW INDUSTRY LABELS



Everyday Low  
Price (in line)



Save More  
(in line)



New Item



# CURRENT NGP LABELS





# NEW DIETITIAN APPROVED THUMB (DAT) LABEL



Dietitian  
Approved  
Thumb (DAT)

# NEW USDA ORGANIC LABEL



USDA ORGANIC



# COMMISSARY STORE BRANDS



# CURRENT STORE SALE SIGNAGE



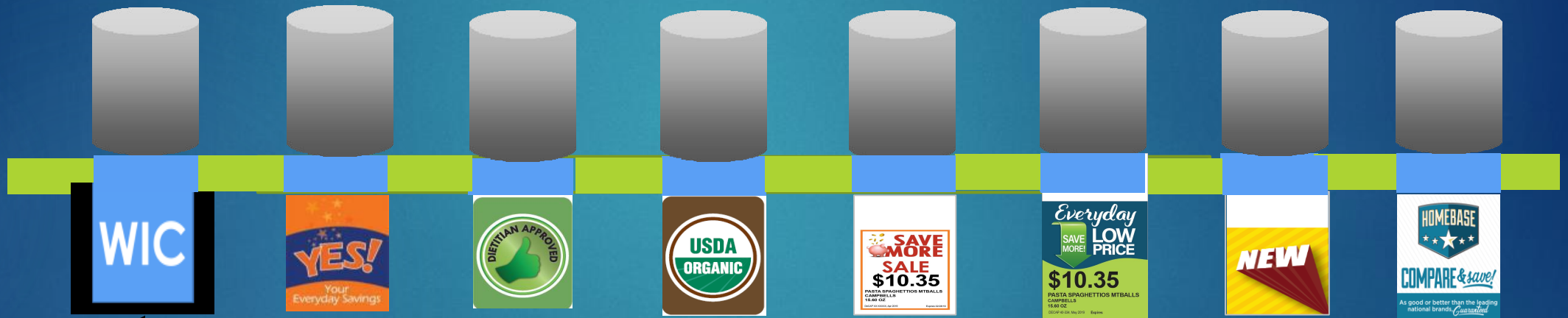
Promo End Cap



Everyday Savings

# PRIORITY EXAMPLES – IN-LINE SHELF LABELS

NO MORE THAN 2 SIGNS PER ITEM WITH EXCEPTION OF WIC



Some states  
have WIC  
labels that fit  
in the shelf  
channel

One or the  
other but not  
both

Or any  
Commissary Store  
Brand label

 = shelf label





# EXAMPLES OF CORRECT LABEL DISPLAY



Correct label  
sequence



EXCEPTION:  
Correct  
because  
channel WIC  
is clearly  
visible



EXCEPTION:  
Correct  
because WIC  
is in the  
channel



Correct sign  
sequence





# EXAMPLES OF CORRECT LABEL DISPLAY



Correct label sequence because other labels do not apply



Correct label sequence because other labels do not apply



EXCEPTION:  
Correct because WIC is in the channel



EXCEPTION:  
Correct because WIC is in the channel





# EXAMPLES OF CORRECT LABEL DISPLAY



Correct label sequence



Correct label sequence because it is the only labels that apply



Correct label sequence because they are the only labels that apply



Correct label sequence because they are the only labels that apply  
Commissary Branding





# EXAMPLES OF CORRECT LABEL DISPLAY



Correct



Correct



Correct



Correct





# EXAMPLES OF INCORRECT LABEL DISPLAY



Too many labels



Too many labels. Do not hang labels from each other



Wrong sequence



Wrong sequence because WIC hangs and is not a channel label



# EXAMPLES OF INCORRECT LABEL DISPLAY



Too many labels



Do not use two WIC labels if available

