



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

MP

September 15, 2021

NOTICE TO THE TRADE – DeCA NOTICE 21-103

SUBJECT: Increased Support Required – A Call to Action

The purpose of this NTT is to request your support and to stress the importance of ensuring that the military channel is, and continues to be prioritized for allocation of all items and commissary support, and that your planning takes into consideration the unprecedented push we have underway to reach and attract more patrons to our commissaries. Up until May of this year we have seen a steady increase in fill rates - towards an average of 70 percent - to our stores. Since May however, we have experienced a steady decline in fill rates - at or below 60 percent - as vendor cuts and items on allocation have risen.

We understand that the logistics channel continues to be stressed and may even get worse before getting better. This is concerning as we once again enter the busiest time of the year. DeCA continues to prioritize the shipment of product to our overseas locations which means that there is less product flowing to our stores within the United States. As discussed multiple times during the pandemic, it is important that you place our Warfighters, Defenders of the Homeland and their families first on your list as you prioritize resources and products.

DeCA has several positive ongoing initiatives driving revenue performance and we know that many of you are on board and doing everything that you can to assist. The most impactful way to help today is to ensure that we are getting more than our fair share of product and assist the stores with their planogram and balance-on-hand integrity. As we employ initiatives to drive more patrons to our stores, we need your support to ensure a positive shopping experience and repeat patronage.

We thank you in advance for your continued commitment to the military community.

Christopher T. Burns
Executive Director, SES
Sales, Marketing & Logistics