



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

MPS

March 21, 2022

NOTICE TO THE TRADE – DeCA NOTICE #22-58

SUBJECT: Category Evaluation Notification – Baby Foods and Juices

The purpose of this notice is to advise Industry the Sales Directorate will begin the category evaluation for Baby Foods and Juices in April 2022. Appointments / presentations will be accepted on Wednesdays through the month of April 2022. Appointment requests must be submitted to Rebekah Fine no later than April 8, 2022. The attached template identifies the category to be evaluated, category evaluation objectives, and relevant information.

Questions regarding this evaluation may be directed to Ms. Rebekah Fine, Merchandising Specialist, at [rebekah.fine@deca.mil](mailto:rebekah.fine@deca.mil) or 804-734-8000 extension 48736.

For: Bonita M. Moffett  
Director of Sales

Attachments:  
As stated

## CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

**Category:**

Universe of Items Included (e.g. D/C/G codes) :

Planogram Name / Number\*:

\*Category definition based on current and previous published planograms (to include items that have been phased out).

Regional items (Include / Exclude):

Optional items (Include / Exclude):

One-time buy/seasonal items (Include / Exclude):

Club packs (Include / Exclude):

Category Segmentation (if different than D/C/G codes identified above):

Baby Foods and Juices

00400

Include

Include

Include

Include

**Category Review Month (MM/YYYY):**

Date Last Completed (MM/YYYY):

April 2022

N/A

**Category Manager:**

Darrell Clary

**Implementation / Scorecard to be Managed by:**

Rebekah Fine / Darrell Clary

Category Role (e.g. Destination, Routine, Convenience) :

**Marketing Strategy:**

To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:

Number of Promotions Per Year:

Seasonal Promotions?:

Theme Event?

Method (i.e. Mandate):

Flagship

Yes

Yes

Mandated and 4-Day Specials

**Category Objectives:**

Increase market share, maintain prescribed Patron Savings and meeting financial goals (i.e. margin).

**Special Factors/Notes:**

Focus on key market drivers while integrating new innovations.

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

**Evaluation Criteria:**

Current Category POG Size (in Linear Feet):

K4 (e.g. 12ft)

K3 (e.g. 12ft)

K2 (e.g. 12ft)

K1 (e.g. 8ft)

Preferred Period Ending for Data (MM/YYYY):

Preferred Timeframe for Data (e.g 26 Weeks)

Data - Geography (e.g. Worldwide, ConUS)

Primary Ranking of Data (Packages, Dollars)

Secondary Ranking of Data (Packages, Dollars):

Comparison Retail Market (e.g. All Other Channels\*\*, Remaining Markets)

16ft and up

12ft

4-8ft

DeCA FY 21

52 Weeks

Worldwide

Dollars/Units

Patron Savings/Margin

AOC