



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

MPS

August 1, 2022

NOTICE TO THE TRADE-DECA NOTICE 22-89

SUBJECT: Category Review Notification – Birdseed

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Birdseed in September 2022. Appointments / presentations will be accepted on August 5-10. Appointment requests must be submitted no later than August 5, 2022. The attached template identifies the category to be reviewed, category review objectives, and relevant information.

Questions regarding this review and appointment requests may be directed to Ms. Cheryl Brown, Merchandising Specialist, at [cheryl.brown@deca.mil](mailto:cheryl.brown@deca.mil) or 804-734-8000 extension 48365. Mr. Darrell Clary, Category Manager, at [darrell.clary@deca.mil](mailto:darrell.clary@deca.mil) or 804-734-8000 extension 48866.

Bonita M. Moffett  
Director of Sales

Attachments:  
As stated

<b>CATEGORY PLAN</b>	
<b>(Publish 30 Days Prior to Category Review)</b>	
<b>Category:</b>	<b>Birdseed</b>
Universe of Items Included (e.g. D/C/G codes):	
Planogram Name / Number*:	0800
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
Regional items (Include / Exclude):	Include
Optional items (Include / Exclude):	Include
One-time buy/seasonal items (Include / Exclude):	Include
Club packs (Include / Exclude):	Include
above):	
<b>Category Review Month (MM/YYYY):</b>	<b>SEPTEMBER 2022</b>
Date Last Completed (MM/YYYY):	<b>JUNE 2020</b>
<b>Category Manager:</b>	Darrell Clary
<b>Implementation / Scorecard to be Managed by:</b>	Darrell Clary/Cheryl Brown
<b>Category Role (e.g. Destination, Routine, Convenience):</b>	<b>Convenience</b>
<b>Marketing Strategy:</b>	
<i>To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:</i>	
Number of Promotions Per Year:	
Seasonal Promotions?:	
Theme Event?	
Method (i.e. Mandate):	
<b>Category Objectives:</b>	Increase sales for the category by using retail best practice, and optimize variety while meeting pack out.
<b>Special Factors/Notes:</b>	Focus on new innovation while maintaining top sellers.
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
<b>Evaluation Criteria:</b>	
Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	----
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)	52 Weeks
Data - Geography (e.g. Worldwide, ConUS)	CONUS excluding AK & HI
Primary Ranking of Data (Packages, Dollars)	Patron Savings/Dollars/Units
Secondary Ranking of Data (Packages, Dollars):	ACV
Comparison Retail Market (e.g. All Other Channels**, Remaining)	Remaining Market and xAOC
<b>Review Milestones</b>	
NTT Release	<b>AUG 1, 2022</b>
Vendor Presentations	<b>AUG 5, 2022</b>
Results Published	<b>SEP 15, 2022</b>
New Item Start Date	<b>SEP 15, 2022</b>
New Items in Distributor by	<b>SEP 15, 2022</b>
POG's Published	<b>OCT 1, 2022</b>
Store Resets Start	<b>OCT 10, 2022</b>
<b>Comments</b>	