



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

December 6, 2022

**NOTICE TO THE TRADE - DeCA NOTICE 23-10**

**SUBJECT: Enhancing Patron information on Commissary CLICK2GO - linking to SmartLabel® Pages beginning Jan. 1, 2023**

The purpose of this notice is to inform you that DeCA intends to access the US Industry SmartLabel® Database of the over 100,000 participating items via the SmartLabel® API and render that information on items we carry via an iFrame on our Commissary CLICK2GO eCommerce site. SmartLabel® participating companies and brands can be found on the industry's initiative SmartLabel® website at: [www.smartlabel.org](http://www.smartlabel.org).

The intent of this initiative is to help our eligible patrons make more fully informed choices about the products they use and consume. By accessing the brand-owned nutrition, ingredient, allergen, product features, benefits & safety instructions, sustainability and company information found on the SmartLabel® pages we feel we can improve real-time accuracy instead of trying to sync this information in parallel.

DeCA will render the iFrame execution on all items carried as long as that item has complied with the SmartLabel® Best Practice of iFrame execution. These best practices are available via Consumer Brands Association SmartLabel Implementation Guides and via [www.smartlabel.org](http://www.smartlabel.org).

If an item is not a SmartLabel® participant or if the execution does not comply with the standard for an iFrame render, the current tabbed description, nutrition, ingredients, directions will be utilized.

We will begin the SmartLabel® API and iFrame rendering on participating brands on Jan. 1, 2023.

While completely voluntary, we encourage brands to help us provide our patrons with the information they seek via our CC2G platform.

Points of contact for this initiative are Mr. Willie Watkins, Director, eCommerce Directorate, at [Willie.Watkins@deca.mil](mailto:Willie.Watkins@deca.mil) and Mr. Jim Flannery, Chief Transformation Officer, at [james.flannery@deca.mil](mailto:james.flannery@deca.mil).

James M. Flannery  
Chief Transformation Officer

**Attachments:**

NTTDeCA 23-10 Screenshots-CC2G\_iFrameExecution