DeCA Item Delete Process
Attachment to Notice to the Trade 12-83

Day 1  Buyer notifies manufacturer and/or broker of intent to delete an item. The reclama period begins the following business day. Buyer waits 30 days before “P” coding the item in DIBS.

Day 2  Manufacturer or broker notifies distributors of intent to delete. This is imperative to preclude excessive inventories and dead stock issues. Distributor stops ordering and cancels outstanding purchase orders when possible.

Day 2-31  The stores continue to sell the item on the shelf.

Day 3  Recommend distributors supply the manufacturer and/or broker with inventory data. This is when a manufacturer and/or broker should create a plan of action to move inventories out of the distributor. This will include price reductions on excessive inventories.

Day 32  At the end of the initial 30-day period, the item, if not reinstated, is coded "P" in DIBS and included on the weekly add/change/delete notice. The stores will continue ordering the deleted item until the distributor stops delivering the product or until a reset is accomplished with the new planogram. Upon installation of a new planogram, the stores remove any remaining units from the shelf and sell off the shelf.

Day 32-40  DeCA’s Distributor Coordinator forwards the weekly add/change/delete notice to distributors every Thursday. Distributors will return the file with-in three working days with the balance on hand (BOH) and due-ins for all deleted items (there should be no due-ins). No action will be taken on dead stock items for distributors that fail to provide this information. To help DeCA buyers track speed to shelf, distributors will also include the BOH or due-in (date or quantity) for all K coded items on the add list. Information will be forwarded to DeCA buyers to evaluate manufacturer and/or broker compliance with seed to shelf initiatives.

DAY 60  Item is deleted from DIBS, DeCA's responsibility to assist in the disposal of deleted item quantities ends.

The manufacturer and distributor determine disposition of remaining distributor inventory.