NOTICE TO THE TRADE – DeCA NOTICE 15-102

SUBJECT: Accepting Item Presentations for Value Brands Program

The purpose of this Notice to the Trade is to announce that DeCA is accepting Value Brands item presentations via email through close of business October 23, 2015 for the program period January 1 – July 30, 2016. Pricing for overseas commissaries (Europe and Pacific to include Guam) and Puerto Rico should be the same as prices quoted for commissaries in the 48 Continental United States. Alaska and Hawaii pricing may be higher to account for first destination transportation costs. Pricing for Europe and the Pacific should be sent earlier to allow these areas to order and receive product in time for the January implementation. In addition, we request industry support to stock protect product at OCONUS central distribution centers to allow for a January 1 start date. The table below identifies EDI price cutoff dates and price effective date by area:

<table>
<thead>
<tr>
<th>AREA</th>
<th>PRICE SUBMISSION CUTOFF DATE</th>
<th>PRICE EFFECTIVE DATE</th>
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</thead>
<tbody>
<tr>
<td>CONUS, ALASKA, HAWAII, PUERTO RICO</td>
<td>December 10, 2015</td>
<td>January 1, 2016</td>
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<tr>
<td>OCONUS</td>
<td>November 10, 2015</td>
<td>December 1, 2015</td>
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As before, DeCA’s will evaluate each Value Brand item offered to ensure it is of similar quality and at the same or at a lower price when compared to the equivalent store brand/private label item (formulation and size). DeCA will measure Value Brand pricing by comparing the item to the average store brand/private label item based on the latest 26 weeks in All Other Channels (xAOC).

DeCA is seeking presentations for the following categories because of the high market share of store and control brands within these categories but will also consider other categories for the program. However, products offered at this time should be existing brand labels; not new brands to the commissary.

ADULT INCONTINENCE   COTTONS BALLS AND SWABS
ANTISEPTICS AND DISINFECTANTS  CREAM CHEESE
BAR AND LIQUID SOAP  DISH DETERGENT
BATTERIES  DISPOSABLE BAGS
BREAKFAST MEAT  DISPOSABLE DIAPER AND TRAINING
BUTTER  DISPOSABLE PANTS
CANNED AND POWDERED MILK  DOG FOOD
CANNED FISH  DOG TREATS
CANNED SOUP  DRY PASTA
Presentations may be made in person or information emailed to the applicable category manager using a DeCA 40-15, New Item & File Maintenance Form or DeCAF 40-16, Display Presentation Form with a copy to Mr. Greg Kochuba, Chief, Special Programs, at (804) 734-8000 x 49828 or T.Kochuba@deca.mil.

Gordon J. Jones
Deputy Director, Sales