



DEFENSE COMMISSARY AGENCY
HEADQUARTERS AND SUPPORT CENTER
1300 EISENHOWER AVENUE
FORT GREGG-ADAMS, VIRGINIA 23801-1800

MPS

August 15, 2024

NOTICE TO THE TRADE – DeCA NOTICE 24-100

SUBJECT: Private Label Product Request for Information - Pet Supplies (Dog Treats)

The purpose of this notice is to advise Industry that the Sales Directorate's Commissary Store Brands (CSB) team will be reviewing offers for Private Label Pet Supplies (Dog Treats). The review will be open to both current and potential new vendors seeking business opportunities with DeCA.

Appointment/presentations will be accepted now through September 18, 2024 – with the proviso that requests be submitted no later than August 31, 2024.

All products accepted will be sold under our Freedom's Choice label. To be considered, cost savings must 20% or greater compared to brand name equivalent products carried at DeCA.

Below is the list of specific products that we are seeking to carry:

- 12" Bully Stick
- 5-6" Small Bully Stick
- 2pk. Pig Ears
- Himalayan Yak Cheese
- 5-6" Natural Cow Cheek
- Chicken Feet

All files larger than 5 MB should be uploaded to the DoD SAFE at the following website:
<https://safe.apps.mil>.

Questions concerning the review, or the review timeframe can be directed to Scott Daly at decahqmpse@deca.mil or 804-734-8000 ext. 48350.

For Bonita Moffett
Director of Sales