



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

MPS

July 9, 2025

NOTICE TO THE TRADE – DeCA NOTICE 25-102

SUBJECT: Category Review Notification – Canned Vegetables and Mushrooms

The purpose of this notice is to advise the Industry that the Sales Directorate will begin the category review for Canned Vegetables and Mushrooms in August 2025. Appointments / presentations will be held from August 4, 2025, to August 8, 2025. Appointment requests must be submitted by July 28, 2025. The attached template identifies the category to be reviewed, outlines the review objectives, and provides relevant information. This review is open for current and potential new vendors seeking business opportunities with DeCA.

All files larger than 5 MB should be uploaded to the DoD SAFE at the following website: <https://safe.apps.mil>. This review is open for current and potential new vendors seeking business opportunities with DeCA. The attached template identifies the categories to be reviewed, outlines the review objectives for category, and provides relevant information.

Questions regarding this review and appointment requests may be directed to Mr. Johnathan Harris, Merchandising Specialist, at johnathan.harris@deca.mil or 804-734-8000 extension 48314.

Robert B. Culbreth
Director of Sales, Non-Fresh

Attachments:
As stated

CATEGORY PLAN

Category:

Universe of Items Included (e.g. D/C/G codes) :

Planogram Name / Number*:

*Category definition based on current and previous published planograms (to include items that have been phased out).

Regional items (Include / Exclude):

Optional items (Include / Exclude):

One-time buy/seasonal items (Include / Exclude):

Club packs (Include / Exclude):

Category Segmentation (if different than D/C/G codes identified above):

VEGETABLES CAN JAR MUSHROOMS

10100

Exclude

Exclude

Exclude

Exclude

Category Evaluation Month (MM/YYYY):

Date Last Completed (MM/YYYY):

08/2025

04/2022

Category Manager:

Implementation / Scorecard to be Managed by:

Category Role (e.g. Destination, Routine, Convenience) :

Marketing Strategy:

To be determined by Industry/DeCA during Evaluation. Discussion to include, but not limited to, topics below:

Number of Promotions Per Year:

Seasonal Promotions?:

Theme Event?

Method (i.e. Mandate):

Johnathan Harris

Basket Builder

Category Objectives:

Increase sales while performing SKU optimization

Special Factors/Notes:

Focus on new innovation while maintaining top sellers. Conduct pricing discussions

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

Evaluation Criteria:

Current Category POG Size (in Linear Feet):

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)

Data - Geography (e.g. Worldwide, ConUS)

Primary Ranking of Data (Packages, Dollars)

Secondary Ranking of Data (Packages, Dollars):

Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)

Review Milestones

NTT Release

Vendor Presentations

Results Published

New Item Start Date

New Items in Distributor by

POG's Published

Store Resets Start

Comments

12 FT+

8 FT

06/2025

4, 13, 26 and 52 Weeks

CONUS

Patron Savings/Dollars/Units

ACV

Remaining Market and xAOC

July 9, 2025

Aug 4-8, 2025

August 25, 2025

September 29, 2025

September 29, 2025

October 5, 2025

October 13, 2026