



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

MSN

March 5, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26-80

SUBJECT: Category Review Notification – Dog Treats

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category Review for Dog Treats in March, 2026. In accordance with Notice to the Trade 26-80 – Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Supplier/Broker: OSC WEBCO
Category Validator Broker: ADVANTAGE/MARS

Appointments/presentations will be held April 14, 2026 – April 23, 2026. Appointment requests must be submitted to Cheryl Brown no later than March 14, 2026.

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, category review objectives, and relevant information.

Questions regarding this review and appointment requests may be directed to Ms. Cheryl Brown, Merchandising Specialist, at cheryl.brown@deca.mil or 804-734-8000 extension 48365.

Robert B. Culbreth
Director of Sales, Non-Fresh

Attachments:
As stated

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	03850 DOG TREATS
Universe of Items Included (e.g. D/C/G codes) :	03850
Planogram Name / Number*:	03850
<i>*Category definition based on current and previous published planograms (to include items that have been phased out).</i>	
Regional items (Include / Exclude):	Include
Optional items (Include / Exclude):	Include
One-time buy/seasonal items (Include / Exclude):	Include
Club packs (Include / Exclude):	Include
Category Segmentation (if different than D/C/G codes identified above):	

February MARCH 2026

Category Manager: Darrell Clary

Implementation / Scorecard to be Managed by: Cheryl Brown / Darrell Clary

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

Marketing Strategy:
 To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:
 Number of Promotions Per Year:
 Seasonal Promotions?:
 Theme Event?
 Method (i.e. Mandate):

Category Objectives: Increase sales for the category by using retail best practice, and optimize variety while meeting customer needs.

Special Factors/Notes: Focus on new innovation while maintaining top core sellers.

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

Evaluation Criteria:

Current Category POG Size (in Linear Feet):	
K5 (e.g. 12ft)	
K4 (e.g. 12ft)	
K3 (e.g. 12ft)	12FT-24FT
K2 (e.g. 12ft)	8FT
K1 (e.g. 8ft)	4ft
Preferred Period Ending for (MM/YYYY):	MARCH 15, 2026
Preferred Timeframe for Data (e.g 26 Weeks)	52 Weeks
Data - Geography (e.g. Worldwide, ConUS)	Worldwide
Primary Ranking of Data (Packages, Dollars)	Patron Savings/Dollars/Units
Secondary Ranking of Data (Packages, Dollars):	ACV
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	Remaining Market and xAOC

Review Milestones

NTT Release	MARCH, 2026
Vendor Presentations	APRIL 14-23, 2026
Results Published	MAY 14, 2026
New Item Start Date	MAY 14, 2026
New Items in Distributor by	MAY 30, 2026
POG's Published	MAY 30, 2026
Store Resets Start	JUN 8, 2026

Comments **DATES ARE FLEXIBLE**