



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 26-81

SUBJECT: Category Review Notification – Bird Seed

The purpose of this notice is to advise Industry the Sales Directorate will begin the Category Review for Bird Seed in March, 2026. In accordance with Notice to the Trade 26-05 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model

Category Captain Supplier/Broker: KAYTEE/OSC WEBCO  
Category Validator Broker: BISEK

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](mailto: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)

<b>0800Category:</b>	<b>00800</b>
Universe of Items Included (e.g. D/C/G codes) :	00800
Planogram Name / Number*:	00800
<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)

K2 (e.g. 12ft)

K1 (e.g. 8ft)

Preferred Period Ending for (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)

8-16FT
4ftT
MARCH 15, 2026
52 Weeks
Worldwide
Patron Savings/Dollars/Units
ACV
Remaining Market and xAOC

**Review Milestones**

NTT Release	MARCH, 2026
Vendor Presentations	APRIL 14-23, 2026
Results Published	MAY14, 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**

