



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

MSN

May 15, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26 – 125

SUBJECT: Category Review Notification – Pet Supplies/Flea, Tick & Wellness Rack

The purpose of this notice is to advise Industry the Sales Directorate will begin the category reviews for Pet Supplies/Flea, Tick & Wellness Rack in June 2026. In accordance with Notice to the Trade 26 – 125 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Broker: OSCWEBCO

Category Validator Broker: REESE

Appointments/Presentations will be held on June 15 – 26, 2026. Appointment requests must be submitted no later than June 1, 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 these reviews and appointment requests may be directed to 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)

0800Category:	07500, 03670
Universe of Items Included (e.g. D/C/G codes) :	07500,03670
Planogram Name / Number*:	07500,03670
<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 JUNE 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)	12-16 FT
K2 (e.g. 12ft)	8 FT
K1 (e.g. 8ft)	4f FT
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	MAY, 2026
Vendor Presentations	JUNE 15-18, 2026
Results Published	JUNE 30, 2026
New Item Start Date	JULY 30,2026
New Items in Distributor by	AUG 15, 2026
POG's Published	AUG 15, 2026
Store Resets Start	AUG 15, 2026

Comments **DATES ARE FLEXIBLE**