



DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

IN REPLY
REFER TO

MPS

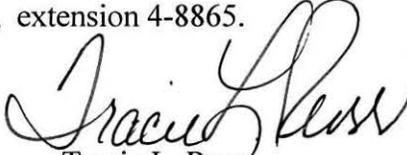
January 26, 2016

NOTICE TO THE TRADE - DeCA NOTICE 16-34

SUBJECT: Category Review Notification-Frozen IQF Chicken

The purpose of this Notice to the Trade is to provide notification the Sales Directorate will conduct a Frozen IQF Chicken category review beginning in April. The attached template identifies the commodity codes to be reviewed, category review objectives, and relevant information.

Questions regarding this review may be directed to James Taylor at, james.taylor2@deca.mil or, 804-734-8000, extension 4-8865.


Tracie L. Russ
Director, Sales

CATEGORY PLAN

(Publish 30 Days Prior to Category Review)

Category:	IQF CHICKEN
Universe of Items Included (e.g. D/C/G codes):	3705
Planogram Name / Number*:	
<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):	Exclude
One-time buy/seasonal items (Include / Exclude):	Exclude
Club packs (Include / Exclude):	Exclude
Category Segmentation (if different than D/C/G codes identified above):	
Category Review Month (MM/YYYY):	
Date Last Completed (MM/YYYY):	
Category Manager:	Taylor/Henderson
Implementation / Scorecard to be Managed by:	Henderson
Category Role (e.g. Destination, Routine, Convenience):	Routine
Marketing Strategy:	
<i>To be determined by Industry/DeCA during review. Discussion to include, but not limited to, topics below:</i>	
Number of Promotions Per Year:	
Seasonal Promotions?:	
Theme Event?	
Method (i.e. Mandate):	EDLP, Modified EDLP and High Low
Category Objectives:	New items/Trends/Prioritize Space/Decrease SKUs
<i>(Examples of Objectives - Increase/Decrease # of SKU's, Increase/Decrease Linear Footage of Section, Streamline Assortment, Increase/Decrease # of Promotions, Evaluate New Item Proposals, Plan for Trends and retail best practices, prioritize space for high velocity items, meet minimal pack out)</i>	
Special Factors/Notes:	Trends/Innovation
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
Evaluation Criteria:	
Current Category POG Size (Linear Feet or Doors):	
K5 (e.g. 12ft)	24FT or 6 Doors
K4 (e.g. 12ft)	24FT or 6 Doors
K3 (e.g. 12ft)	24FT or 6 Doors
K2 (e.g. 12ft)	15FT or 4 Doors
K1 (e.g. 8ft)	13FT or 3 Doors
Preferred Period Ending for Data (MM/YYYY):	1/2016
Preferred Timeframe for Data (e.g 52 Weeks)	52 and 26 weeks
Data - Geography (e.g. Worldwide, ConUS)	DeCA Worldwide
Primary Ranking of Data (Packages, Dollars)	Packages
Secondary Ranking of Data (Packages, Dollars):	Dollars
Comparison Retail Market (e.g. Total US Food, Key Retailers):	RM and XAOC