



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

IN REPLY
REFER TO

MPD

September 13, 2016

NOTICE TO THE TRADE- DeCA NOTICE 16-111

SUBJECT: Nutrition Guide Program

The Defense Commissary Agency (DeCA) has developed a Nutrition Guide Program (NGP). The goal of this program is to provide nutritional educational information at the point of purchase. The program will identify relevant nutritional attributes along with Value Brand items in a shelf tag format. The Nutrition Guide Program will provide shoppers with quick, easy to understand information, and increase their awareness of nutritional value on products. The program will consist of a clear overlay tag that will be placed over/under the price label or Electronic Shelf Label (ESL).

All qualified items from each applicable category will have a tag that displays up to four color specific nutritional attributes (for example, low fat, whole grain and low sodium, etc.) and a "Value" attribute (if applicable to qualifying items). The tag will contain UPCs, product bar codes, and nomenclature. The concurrent use of Value tags and other approved signage, such as having an "Every Day Low Price" sign will not be placed on top of NGP and Value tags. NGP and Value tags have priority in all our commissaries. NGP tags will be maintained by commissary personnel only. We will pilot the program in September and will be deployed to all stores by January 2017.

The following areas will not have tags:

- Perimeter departments (Meat, Produce & Deli/Bakery)
- Mass displays
- Promotional endcaps

The following items will not have tags:

- One time buys
- Shippers
- Random weight
- Club packs
- Season items
- Grocery items within perimeter departments

Please contact Donna Sushinsky at 804-734-800 ext. 48180 with any questions regarding this program.

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