

MPSM

November 17, 2011

NOTICE TO THE TRADE – DeCA NOTICE 12-06

SUBJECT: Industry Support for OCONUS

The purpose of this Notice to the Trade (NTT) is to ask Industry for their best efforts when logistically supporting the DeCA overseas operations with promotional holiday items.

There have been numerous instances this year where selected products, particularly in Europe, have not been shipped to their destinations overseas. Reasons have ranged from inaccurate availability dates on the DeCA Form 40-15, to issues with the manufacturer producing the product and problems at the distributor. In a number of cases, the broker simply was not able to correctly orchestrate the product to the distributor on time to make the port date for shipment.

Each of these occurrences has resulted in buyers having to take the time to reorder, and in some cases, numerous times before they actually confirmed the shipment. Time is of the essence as there is a short window of opportunity for the products to reach their OCONUS destination in time for the holidays.

As you know our commissaries in overseas locations are typically located on bases that are isolated from normal sources of commissary merchandise. Our mission is to support the US Military, particularly in overseas arenas, and especially during the holidays. It is imperative that we give these stores and their local military communities top notch support as we are their “home away from home” for grocery store items.

Please refocus your logistical efforts and energy in properly supporting our overseas operations and deliver the products our OCONUS stores need for the holidays. Points of contact from the Logistics Division are Ms. Donna Starkus-Ward, Distribution and Overseas Support, at 804-734-8000, extension 4-8154 and Mr. Mike Pettitt, Distributor Coordinator, at 804-734-8000, extension 4-8184. They are available as needed in sorting out any logistical issues.

A special thanks to companies that have fulfilled their commitments for all their items on order and on schedule so that our overseas military personnel and their families will have their holiday merchandise. Points of contact for this Notice to the Trade are Mr. Charlie Dowlen, Promotions Manager, 804-734-8000, extension 4-8385 and Ms. Renee Mayo, Assistant Promotions Manager, 804-734-8000, extension 4-8441.

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Christopher T. Burns
Director of Sales

