



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

MPS

November 20, 2014

NOTICE TO THE TRADE – DeCA NOTICE 15-02

SUBJECT: Accepting Value Brands Program Item Presentations

The purpose of this Notice to the Trade is to announce that DeCA is accepting Value Brand item(s) presentations for 25 additional categories through close of business December 9, 2014. Presentations must include pricing for all DeCA price zones. Items accepted in the program must have pricing effective for the price period beginning January 16, 2015, through the price period ending April 30, 2015. This coincides with the pricing period of Value Brand items that have already been approved for the program. Once items are accepted into the Value Brands Program pricing cannot be increased during the designated commitment. A list of brands already approved for the Value Brands Program is at attachment 1.

Value Brand items are items that are comparable in quality and price to store or private label brands. The criteria for items selected for the program are that the Value Brand item(s) offered must be lower in price than the equivalent store/private label item (formulation and size) as measured versus the average store/private label price of the top selling (unit sales) item in All Other Channels (xAOC) for the past 26 weeks. In addition, Value Brand items must be the lowest priced item(s) within the category.

Presentations are being accepted for the following categories:

- ANTISEPTICS AND DISINFECTANTS
- FIRST AID COTTONS AND SWABS
- DIARRHEA REMEDY PRODUCT
- MEDICATIONS
- PETROLEUM JELLY
- VITAMINS AND SUPPLEMENTS
- DISPOSABLE DISH (Paper Plates, Bowls, etc.)
- LAUNDRY AND IRONING ACCESSORY PRODUCT
- PAPER TOWEL
- OLIVES
- HONEY
- SUGAR
- TOMATO PASTE AND SAUCE
- CANNED FRUIT
- CANNED AND POWDERED MILK
- WATER
- RICE
- DRY PASTA

- PICKLE AND RELISH
- HERB AND SPICE SEASONING
- COOKIES
- COTTAGE AND RICOTTA CHEESE
- CHEESE
- CREAM CHEESE
- CANNED SOUP

Presentations may be made in person or information emailed to the applicable category manager using a DeCA Form (DeCAF) 40-15, New Item & File Maintenance Form or DeCAF 40-16, Display Presentation Form. My points of contact for the Value Brands Program are each respective category manager for the above mentioned categories as well as Jessica Stables, Sales Directorate, 804.734.8000 extension 48135.

Tracie L. Russ  
Director, Sales

Attachments:  
As stated

Current Value Brands:

<b>Category</b>	<b>Brand</b>
<b>Canned Fish</b>	<b>Chicken of the Sea</b>
<b>Peanut Butter</b>	<b>Peter Pan</b>
<b>Hot Cereal</b>	<b>Ralston</b>
<b>RTE Cereal</b>	<b>Ralston</b>
<b>Shelf Stable Vegetable</b>	<b>Libby's</b>
<b>Shortening and Oils</b>	<b>Lou Ana</b>
<b>Ketchup</b>	<b>Del Monte</b>
<b>Mustard</b>	<b>Plochman's</b>
<b>Pasta Sauce</b>	<b>Del Monte</b>
<b>Hot Dog</b>	<b>John Morrell</b>
<b>Butter Regional</b>	<b>AMPI</b>
	<b>Grassland</b>
	<b>Darigold</b>
<b>Margarine and Spread</b>	<b>Blue Bonnet</b>
<b>Coffee</b>	<b>Reveille</b>
<b>Soft Drinks</b>	<b>Shasta</b>
<b>Frozen Pizza</b>	<b>Totino's</b>
<b>Ice Cream</b>	<b>Blue Bunny</b>
<b>Frozen Vegetables</b>	<b>VIP</b>
<b>Frozen Fruits</b>	<b>VIP</b>
<b>Shampoo and Conditioner</b>	<b>VO5</b>
<b>Bar and Liquid Soap</b>	<b>Suave</b>
	<b>Ivory</b>
	<b>Good Sense</b>
<b>Pain Relief</b>	<b>Good Sense</b>
<b>Stomach Upper G.I.</b>	<b>Good Sense</b>
<b>Disposable Diaper and Training Pants</b>	<b>Pure N Gentle</b>
<b>Dish Detergent</b>	<b>Sun Dish</b>
	<b>Sun Auto Dish</b>
<b>Household Cleaning</b>	<b>Glass Plus</b>
<b>Dog Food</b>	<b>Gravy Train</b>
	<b>Canine Carry Outs</b>
<b>Cat Food</b>	<b>9 Lives</b>
	<b>Alley Cat</b>
<b>Laundry Detergent</b>	<b>Xtra</b>
<b>Food Storage and Lunch Bag</b>	<b>Presto</b>