



IN REPLY
REFER TO

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

JUL 2 ' 2012

MPSM

NOTICE TO THE TRADE – DeCA NOTICE 12-93

SUBJECT: Presentations to DeCA for New Items and File Maintenance (DeCAF 40-15)

New items are critical to meeting the evolving needs of our customers and to support that requirement the Defense Commissary Agency has updated our New Item and File Maintenance Form, also known as DeCAF 40-15. The purpose of this notice to the trade is to advise Industry about the new DeCAF 40-15, provide instructions on how the form must be completed, and reinforce Industry's and DeCA's mutual commitment to improve the speed to market for new items. The date on this form is May 1, 2012, and Industry members are encouraged to use the enclosed as quickly as possible. Previous versions of this form will no longer be accepted after July 31, 2012.

Our objective with this revised form is to ensure that we have the items and brands our customers want at the best available price, to have the right mix of new items on our shelves as quickly as possible, our pricing for the entire range of products are the lowest available price and we are promoting and displaying items based on known shopping patterns. DeCA uses the following criteria when considering presentations: new item innovation, proven consumer acceptance, customer input, past brand performance, anticipated volume, current assortment efficiency, price/value to category as well as a variety of other factors.

There have been significant changes to the DeCAF 40-15. More changes than can be listed here and you are strongly encouraged to closely review the revised form and instructions before completing the form. Copies of the presentation form are available by e-mail from DeCA buyers, at all commissaries, or at the following Web sites at:

- www.commissaries.com/aboutus/businesswithDeCA/Marketing
- www.ala-naitonal.org/commissaries/doingbusiness

The following are some of the key changes to the DeCAF 40-15:

- The role of the form is now focused exclusively on file maintenance of existing items and presenting new items for addition to DeCA's stock assortment. Promotions will now be presented on a separate (DeCAF 40-16). A notice to the trade regarding the new promotion form will be released as a separate notice to the trade.
- The size of the form has been reduced from legal to standard size paper and the sections Industry must complete are highlighted in blue on each page. The sequence of the tabs on the form have been adjusted with the presentation page remaining first, followed by the certification tab which is mandatory for all new items, the container redemption

- value page which is only required if an item is listed as a CRV for one or more states.
- When the product will be available to retailers for a national roll out program, availability date to the stores, and the total replenishment time are all now listed on the form. Specific details on how the dates are calculated are in the instructions. Buyers will now contact vendors to finalize the store availability date before submitting the item to file maintenance for processing.
 - A special page was added to enable direct store delivery vendors with contacts for a limited number of stores within a geographic area to list prices and other information for specific stores.
 - Documents in writing both parties are committed to any information being presented for new items or for promotions is accurate, the right quantities of products are ordered on a timely basis to reach the shelf or display as quickly and efficiently as possible and effective on going communication will be maintained between all parties regarding any problems or issues that impact directly or indirectly the speed to market for DeCA's stock assortment.
 - Revised how information is keyed into the worksheet, e.g. drop down menus and information boxes have been expanded, how UPC information is entered, and rounding attribute values.
 - Assigned specific space for pictures of products or coupons on the form.

In addition to reviewing the enclosed instructions, Industry members are encouraged to review the information on DeCA's Web site at www.commissaries.com/AboutUs/BusinessWithDeCA/ResaleGroceryProductsandservices for details on DeCA's business rules, benchmarks, agreement terms, points of contact, EDI requirements, forms and a variety of other information regarding processes, policies and strategies. For additional information regarding Global Data Synchronization Global Location Numbers (GLN's), Global Trade Item Numbers (GTIN's), Package Measure Rules, and other related information from the GS1 Web site at <http://www.gs1us.org>.

If you have any additional questions or need additional information regarding this notice to the trade, contact Mr. Wayne Webb, Chief of Business Systems Branch, (804) 734-8000, extension 4-8854 or Wayne.Webb@DeCA.Mil.



Christopher I. Burns
Director of Sales

Attachments:

1. DeCA New Item Presentation & File Maintenance Form (DeCAF 40-15)
2. Instructions to complete New Item Presentation & File Maintenance Form
3. Sample DeCAF 40-15 forms completed