



**DEFENSE COMMISSARY AGENCY  
HEADQUARTERS AND SUPPORT CENTER  
1300 EISENHOWER AVENUE  
FORT LEE, VIRGINIA 23801-1800**

MSN

January 15, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26-40

SUBJECT: Operation Baby 2026 Promotional Event

The purpose of this notice is to inform industry that the Defense Commissary Agency (DeCA) is adding the “Operation Baby” event to the promotional Calendar for 2026. There will be two events: a Spring event from May 1<sup>st</sup> through May 15<sup>th</sup> and a Fall event from September 1<sup>st</sup> through September 15<sup>th</sup>.

Operation Baby is a lifestyle promotional event centered around new and existing young families. This targeted event focuses on essential items such as diapers, wipes, infant formula, baby food, toddler snacks, and baby hygiene products. The goal is to help families stay prepared during deployments, training cycles, and PCS transitions. By reducing the financial strain of recurring baby necessities, “Operation Baby” strengthens family readiness, ensures safety and quality through strict product standards, and reinforces the military community’s commitment to taking care of its youngest dependents.

Promotional packages should consist of all children/baby care. Promotions can include coupons, price reductions, gift cards, prizes and vendor support. Below is the promotional calendar for both events.

PACKAGES	EVENT #	DISPLAY DATES	MINIMUM FDS/DSD	MINIMUM FDS/DSD	PRESENTATION TIMEFRAME	DUE TO PROMO TEAM	PUBLISH PACKAGE
			PROMOTIONAL PRICING PERIOD REQUIRED FOR "K" ITEMS	PROMOTIONAL PRICING PERIOD REQUIRED FOR "O" ITEMS			
Operation Baby- Spring	20260045	May 1-15 2026	May 1- 31, 2026	Feb 16 - May 31, 2026	Jan 20- 27, 2026	2/23/2026	3/2/2026
Operation Baby- Fall	20260047	Sep 1- 15, 2026	Aug 16- Sep 15, 2026	Jul 1 -Sep 15, 2026	Mar 2 – 13, 2026	3/23/2026	3/9/2026

Point of Contact for Point of contact for this notice is Rebekah Fine, Merchandising Specialist, Rebekah.fine@deca.mil or (804) 734-8000, extension 48736.

Robert B. Culbreth  
Director of Sales, Non-Fresh

Attachments:  
As stated