



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

MSN

February 2, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26-51

SUBJECT: Category Review Notification – Specialty Eggs

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Specialty Eggs in March 2026. In accordance with Notice to the Trade 26-05 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Supplier/Broker: EGGLANDS BEST/ADVANTAGE
Category Validator Broker: GLOBAL MARKET

Appointments/Presentations will be held March 9th-20th, 2026. Appointment requests must be submitted no later than March 9, 2026.

All files larger than 5 MB should be uploaded to the DoD SAFE at the following website: <https://safe.apps.mil>. This review is open for current and potential new vendors seeking business opportunities with DeCA. The attached template identifies the categories to be reviewed, category review objectives, and relevant information.

Questions regarding this review and appointment requests may be directed to Jennifer Baker, Merchandising Specialist, at Jennifer.Baker@deca.mil.

Robert B. Culbreth
Director of Sales, Non-Fresh

Attachments:
As stated

CATEGORY PLAN

Category:

Universe of Items Included (e.g. D/C/G codes) :

Planogram Name / Number*:

*Category definition based on current and previous published planograms (to include items that have been phased out).

Regional items (Include / Exclude):

Optional items (Include / Exclude):

One-time buy/seasonal items (Include / Exclude):

Club packs (Include / Exclude):

Category Segmentation (if different than D/C/G codes identified above):

Egg Specialty

01800

01800

Include

Include

Include

Include

Category Evaluation Month (MM/YYYY):

Date Last Completed (MM/YYYY):

March 2026

March 2024

Category Manager:

Jessica Stables

Implementation / Scorecard to be Managed by:

Jessica Stables/Jennifer Baker

Category Role (e.g. Destination, Routine, Convenience) :

Routine

Marketing Strategy:

To be determined by Industry/DeCA during Evaluation. Discussion to include, but not limited to, topics below:

Number of Promotions Per Year:

Seasonal Promotions?:

Theme Event?

Method (i.e. Mandate):

Category Objectives:

Increase sales for the category by using retail best practices and optimize variety while meeting pack out.

Special Factors/Notes:

Focus on patron savings while offering a relevant product assortment to include the right balance of present top sellers and current market trends.

(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)

Evaluation Criteria:

Current Category POG Size (in Linear Feet):

K5 (e.g. 12ft)

K4 (e.g. 12ft)

K3 (e.g. 12ft)

K2 (e.g. 12ft)

K1 (e.g. 8ft)

Preferred Period Ending for Data (MM/YYYY):

Preferred Timeframe for Data (e.g 26 Weeks)

Data - Geography (e.g. Worldwide, ConUS)

Primary Ranking of Data (Packages, Dollars)

Secondary Ranking of Data (Packages, Dollars):

Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)

6 ft +

6 ft +

6 ft +

4 ft

4 ft

12/31/2026

52 weeks

CONUS excluding AK & HI

Dollars/Units

ACV/Patron Savings

Remaining Market and xAOC

Review Milestones

NTT Release

February 2026

Vendor Presentations

March 9 - 20, 2026

Results Published

April 10, 2026

New Item Start Date

May 16, 2026

New Items in Distributor by

May 10, 2026

POG's Published

May 18, 2026

Store Resets Start

June 01, 2026

Comments