



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

MSN

March 26, 2026

NOTICE TO THE TRADE – DECA NOTICE NTT 26-95

SUBJECT: 2026 Frozen Holiday Turkey Program, Second Release

The Sales Directorate is initiating the requirements for the 2026 Holiday Frozen Turkey Program. The goal of this program is to provide our military patrons with the most favorable pricing on brand-name frozen whole turkeys and whole turkey breasts for the holiday season, defined as October 1, 2026, through December 31, 2026. To maintain patron loyalty and ensure commissaries are the top choice for holiday meals, all pricing must be competitive. We seek to partner with providers who share our integrity and dedication to supporting military members and their families.

All proposals **MUST** include the following:

- Regions you wish to be considered for (worldwide and regional proposals will be considered)
- Cost with a pre-priced label (labels **MUST** include weight, price per pound, and total price prior to delivery)
- The prices quoted on your presentation will encompass the period from August 1, 2026 to December 31, 2026 to ensure overseas shipments are available in a timely manner
- Ensure your DeCA Form 40-15 is completely prepared in its entirety prior to submission and note that fresh turkeys are not to be included.

The tonnage from last year's program has been provided. We aim to secure the same overall tonnage. We specifically request an increase in the supply of turkeys in the **10lb – 18lb range**, as this is the size most purchased by our patrons. DeCA may select a primary and a secondary supplier for each marketing area. Vendor support is required from all selected suppliers.

All presentations need to be submitted by April 3, 2026 via e-mail to Jessica Stables, Category Manager, at [jessica.stables@deca.mil](mailto:jessica.stables@deca.mil) and Johnny Stewart, Merchandising Specialist, at [johnny.stewart@deca.mil](mailto:johnny.stewart@deca.mil). Once presentations have been reviewed, we will reach out to the Vendors with any further discussions.

Robert B. Culbreth  
Director of Sales, Non-Fresh

Attachments: As Stated

**Holiday Turkey Program Minimum Tonnage**

<b>Frozen Turkey - Whole Tonnage</b>	
Central	855,000
Midwest	840,000
Northeast	620,000
Northwest	222,000
Southwest	362,000
Alaska	50,000
Hawaii	100,000
Europe	250,000
Far East	492,000
	<b>3,791,000</b>

<b>Frozen Turkey - Breast Tonnage</b>	
East/Central (NE, SO, CN)	135,000
MW	40,000
West (NW, SW)	32,000
Europe	17,000
Far East	4,500
	<b>228,500</b>

<b>Frozen Turkey - Smoked, Baked Tonnage</b>	
East/Central (NE, SO, CN)	38,000
MW	12,000
West (NW, SW)	18,000
Europe	11,000
Far East	8,000
	<b>87,000</b>