



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

MSN

June 5, 2026

NOTICE TO THE TRADE – DeCA NOTICE 26 – 141

SUBJECT: Category Review Notification – Frozen Meat Poultry

The purpose of this notice is to advise Industry the Sales Directorate will begin the category review for Frozen Meat Poultry in July 2026. In accordance with Notice to the Trade 26-141 - Calendar Year 2026 Category Review Schedule, DeCA will begin leveraging the Category Captains and Validators model.

Category Captain Supplier/Broker: BUTTERBALL / S&K SALES
Category Validator Broker: ACOSTA

Appointments/Presentations will be held on July 27 - 30, 2026. Appointment requests must be submitted no later than June 30th, 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 Mr. Christopher Felder, Merchandising Specialist, at christopher.felder@deca.mil or 804-734-8000 extension 48839, or Ms. Jessica Stables, Category Manager, at jessica.stables@deca.mil or 804-734-8000 extension 48135.

Robert B. Culbreth
Director of Sales, Non-Fresh

Attachments:
As stated,

CATEGORY PLAN

Category:	FROZEN MEAT POULTRY
Universe of Items Included (e.g. D/C/G codes) :	04900
Planogram Name / Number*:	04900
*Category definition based on current and previous published planograms (to include items that have been phased out).	
Regional items (Include / Exclude):	Exclude
Optional items (Include / Exclude):	Include
One-time buy/seasonal items (Include / Exclude):	Include
Club packs (Include / Exclude):	Include
Category Segmentation (if different than D/C/G codes identified above):	
Category Evaluation Month (MM/YYYY):	JULY 2026
Date Last Completed (MM/YYYY):	
Category Manager:	Jessica Stables
Implementation / Scorecard to be Managed by:	Christopher Felder / Jessica Stables
Category Role (e.g. Destination, Routine, Convenience) :	Destination
Marketing Strategy:	
To be determined by Industry/DeCA during Evaluation. Discussion to include, but not limited to, topics below:	
Number of Promotions Per Year:	Yes
Seasonal Promotions?:	Yes
Theme Event?	Yes
Method (i.e. Mandate):	
Category Objectives:	Increase sales and units for the category by using retail best practices and optimize variety while meeting pack out
Special Factors/Notes:	Focus on new innovation while maintaining the top sellers, discuss base cost concerns ad margin
<i>(Examples - Focus on emerging category trends, new item introductions, consumer segmentation...)</i>	
Evaluation Criteria:	
Current Category POG Size (in Linear Feet):	
K4 (e.g. 12ft)	4ft and above
K3 (e.g. 12ft)	4ft
K2 (e.g. 12ft)	4ft
K1 (e.g. 8ft)	
Preferred Period Ending for Data (MM/YYYY):	June 30, 2026
Preferred Timeframe for Data (e.g. 26 Weeks)	13 and 52 weeks
Data - Geography (e.g. Worldwide, ConUS)	CONUS including AK/HI
Primary Ranking of Data (Packages, Dollars)	Patron Savings/Dollars/Units
Secondary Ranking of Data (Packages, Dollars):	ACV
Comparison Retail Market (e.g. All Other Channels**, Remaining Markets)	RM and/or xAOC
Review Milestones	
NTT Release	June 3, 2026
Vendor Presentations	July 27-31, 2026
Results Published	August 1, 2026
New Item Start Date	October 1, 2026
New Items in Distributor by	September 28, 2026
POG's Published	September 28, 2026
Store Resets Start	October 5, 2026
Comments: Dates are subject to change.	