

## How Do I Sell My Product To Base Commissaries?

Commissaries ONLY sell grocery items

1. **All** contracting is conducted through Defense Commissary (DeCa) at Ft. Lee, VA
2. Has the prospective vendor sold this product to at least one national retail chain (WalMart, Albertson's, etc.)? Title 10
3. If so, provide DeCa with the following info:
  - a. Names of retail locations
  - b. Pricing of product
  - c. Vendor website
  - d. Proof of FDA approval
4. DeCa will evaluate the following:
  - a. What is the demand for the product?
  - b. What is the all commodity volume (ACV)? ACV is the total annual sales volume of the retailers. DeCa uses Nielsen Data for this information. Even though a product is on one or more national retail location shelves, if only a small percentage is sold nationally, DeCa can reject product.
5. Once a DeCa buyer has given the green light to proceed, the prospective vendor does the following:
  - a. Confirm in writing that the buyer has not indicated that DeCa will not pick up the product – this does not mean that DeCa will pick it up.
  - b. Prospective vendor contacts DeCa to obtain assistance in the process of submitting form 4015 – DeCa recommends that vendors utilize the service of a broker for this complex process.
6. Prior to acceptance as a vendor, DeCa will send out Veterans Corps food inspectors. This is a more rigorous inspection than that of the FDA, and ensures that the product is fit for the military.
7. How can a prospective vendor see what is in demand by DeCa?
  - a. Go to DeCa website, click on "Notices to Trade"
  - b. For instance, coming up in May 2013, DeCa will be in need of canned vegetables
  - c. If a prospective vendor can provide an item, the vendor should contact DeCa directly and make an appointment with the buyer for that commodity

## How Do I Sell My Product To Base Exchanges (PX)?

1. **All** PX contracting conducted in Dallas, TX
2. Go to [www.shopmyexchange.com](http://www.shopmyexchange.com) – click on:
  - a. Doing Business With
  - b. Retail Sales
3. Submit an online application
  - a. Note the email address of where the form is automatically sent to and send a follow up message confirming receipt of application
  - b. Snail mail a hardcopy Attn: Buyer
4. If there is a demand for the product, the associated buyer will contact the prospective vendor.