

Selling Fresh Fruit & Vegetables (FF&V) to the Department of Defense Supporting Our Troops and Their Families



Two Major DoD Agencies Provide FF&V to Military Troops & Families

- **Military Base Commissaries: Defense Commissary Agency (DeCA)**

<https://www.commissaries.com/>

- **Troop Dining Facilities (DFAC): Defense Logistics Agency (DLA) Troop Support-Subsistence**

<https://www.dla.mil/TroopSupport/Subsistence/>

Levels of Suppliers/Vendors





DeCA

The **Defense Commissary Agency (DeCA)**, headquartered at Fort Lee, Virginia, is an agency of the US Department of Defense (DoD) that operates nearly 240 Commissaries worldwide. American military commissaries sell groceries and household goods to active-duty, Guard, Reserve, and retired members of all seven uniformed services of the US and eligible members of their families.

DeCA Small Business Outreach

- DeCA, like all federal agencies guided by public law, encourages small business participation in all our acquisitions. Consistent with both government interests and efficient performance, every effort is made to afford small businesses an equitable opportunity to compete.
- The Small Business Act requires each agency with contracting authority to establish an Office of Small and Disadvantaged Business Utilization (OSDBU), which will be responsible for carrying out the purposes of the act; has oversight of departmental programs regarding development and execution of policies and programs; and serves as the focal point for all SADBUs program-related matters, including setting and achieving yearly procurement opportunity program goals for small enterprises.

- Faith Smith

Director, Office of Small Business Programs

small.business@deca.mil

- Faye Jennings

Small Business Specialist

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- Floyd Kirkland

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DeCA Annual Acquisition Forecast

Requirement Title	Requirements Description	Anticipated NAICS Code	Anticipated PSC	Anticipated Acquisition Strategy	Anticipated Total Value (Including Options)	Anticipated Period of Performance - Years	Anticipated Place of Performance	Procurement Quantity	Procurement Unit	Anticipated Facilities Clearance Required	Anticipated Solicitation / RFP Date Fiscal Year /		Anticipated Award Date Fiscal Year /	
											FY	QTR	FY	QTR
Fresh Fruits & Vegetables	The contractor shall provide Fresh Fruits and vegetables	311991_Perishable Prepared Food Manufacturing_500 Employees	8915_FRUITS AND VEGETABLES	Small Business Set-Aside	\$49,000,000	5	Commissaires located in GA, TN, LA, MS, FL, AR, Puerto Rico	VARIOUS	EA - Each	None	FY 2019	QTR 2	FY 2019	QTR 4
Fresh Fruits & Vegetables	The contractor shall provide Fresh Fruits and vegetables	311991_Perishable Prepared Food Manufacturing_500 Employees	8915_FRUITS AND VEGETABLES	Small Business Set-Aside	\$65,800,000	5	Commissaires located in WA, AK	VARIOUS	EA - Each	None	FY 2019	QTR 4	FY 2020	QTR 3
Fresh Fruits & Vegetables	The contractor shall provide Fresh Fruits and vegetables	311991_Perishable Prepared Food Manufacturing_500 Employees	8915_FRUITS AND VEGETABLES	Small Business Set-Aside	\$130,000,000	5	Commissaries located in IN, KY,IL, OH, MO, MD, ME, DC, PA, VA, DE, MD, NY,NJ, CT	VARIOUS	EA - Each	None	FY 2019	QTR 3	FY 2020	QTR 1
Fresh Fruits & Vegetables	The contractor shall provide Fresh Fruits and vegetables	311991_Perishable Prepared Food Manufacturing_500 Employees	8915_FRUITS AND VEGETABLES	Small Business Set-Aside	\$188,000,000	5	Commissaries located in CA, UT, AZ, NV, HI, NM, TX, KS,	VARIOUS	EA - Each	None	FY 2019	QTR 3	FY 2020	QTR 1

Mid-Atlantic Base Commissaries

Aberdeen Proving Ground (APG)

Annapolis Naval Support Activity (NSA)

Bolling Air Force Base (AFB)

Fort Belvoir

Fort Detrick

Fort Lee

Fort Meade

Fort Meyer

Dover AFB

Joint Base Andrews

Joint Base Dix/McGuire/Lakehurst

Little Creek Naval Amphibious Base (NAB)

Norfolk Naval Station (NAVSTA)

Oceana Naval Air Station (NAS)

Tobyhanna Army Depot

West Point Academy

Selling Directly to DeCA

<https://www.commissaries.com/our-agency/business-with-deca/small-business>

- Read and study all requirements linked to the (above) DeCA webpage.
- Become a Client of the University of Delaware PTAC (Procurement Technical Assistance Center) to receive no-cost training, advising, and counseling on Federal government contracting.



1st Alternative to Direct DeCA Sales: Subcontractor (a.k.a. Tier 2 Vendor) with Existing Prime Vendors

- A Prime Vendor (PV) contracts directly with DeCA, going through the complete acquisition process from solicitation, proposal, to contract award, and contract administration.
- As a Subcontractor or Tier 2 vendor, you would contact the PV directly using a letter of introduction, a capability statement describing how your agribusiness can supply FF&V under a business-to-business (B2B) teaming arrangement, and any other pertinent information felt to be informative to the PV.

DeCA East Region FF&V Prime Vendor

Fresh Fruits & Vegetables <https://www.commissaries.com/our-agency/business-with-deca/contracting/recently-awarded-contracts>

Locations	Solicitation #	Contract #	Award Date	Services/Item	NAICS	Contractor	Base Period Obligated Amount	Period of Performance	Total \$ Amount
IN, KY, IL, WI, MI, OH, MO, MD, NJ, ME, DC, PA, DE...	HDEC02-11-R-0003	HDEC02-13-D-0011	03-MAY-13	Fresh Fruits & Vegetables	424480	Military Produce Group 1106 Ingleside Road Norfolk, VA 23502	\$52,026,420	06/01/2013 - 05/31/2018 Extended 2019	N/A

COMPANY OVERVIEW



About Military Produce Group (MPG)

<https://www.militaryproduce.com/>

- The Military Produce Group family of companies was established in 1998, beginning with the creation of Hampton Roads Produce. In later years, Midsouth Produce and Sea Island Produce joined our conglomeration of partners that became Military Produce group as it is now.
- Military Produce Group is the premier provider of fresh fruits, vegetables and plants to the commissaries in the eastern part of the United States and to select overseas commissaries. We are dedicated to providing the highest quality of produce available and guarantee low prices and healthy solutions to our military families. Our mission is to remain quality focused, service driven and patron inspired.

MPG Teaming With Local Growers

LOCAL AVAILABILITY

Produce Partners for Environmental Responsibility

- Military Produce Group is committed to building long-term relationships with growers supporting the needs of the community in our market areas and beyond, for today and tomorrow.
- Find peak-of-season fruits and vegetables from premium growers that are "fresh from field to fork" at your commissary.

MPG Point of Contact (POC)

Mr. Mike Downey

Director of Procurement and

Business Development

Military Produce Group

Office: (757) 852-2700

mdowney@militaryproduce.com



New Supplier
Letter



2nd Alternative: 3rd Tier Subcontractor/Vendor

<https://www.militaryproduce.com/our-family-of-farms>

- MPG contracts with approximately 25 east coast/gulf coast agribusinesses located from Florida and Mississippi to New York.
(Note: No Delaware Growers!)
- Contact these 2nd Tier Subcontractors/Vendors to begin a business relationship as a teaming partner, i.e., submit a letter of introduction, capability statement, and any other marketing and sales information that describes your agribusiness' capacities and capabilities.



Defense Logistics Agency (DLA) Troop Support-Subsistence

- DLA has been designated by the Secretary of Defense as the Defense Department Executive Agent for Subsistence.
- The Subsistence Produce division provides fresh fruits and vegetables to the military services, exchanges and Morale-Welfare-Recreation (MWR) facilities, Department of Labor (DoL) Job Corp Centers, VA Hospitals, and various other non-DoD customers. Subsistence has partnered with the U.S. Department of Agriculture since 1994 to provide fresh fruits and vegetables through the National School Lunch Program, including 47 states and about 16,200 schools, and to 117 tribes through the Federal Distribution Program to Indian Reservations.

Prime Vendors & Market Fresh Vendors

- A Prime Vendor supports a full line of food and beverage items for authorized customers, including canned items, dry items, UHT (Ultra High Temperature processing) dairy, frozen bakery, frozen meats, frozen seafood and poultry, etc. FF&V may be provided if no Market Fresh FF&V Vendor is available to the local DFAC.
- Market Fresh Vendors provide FF&V under separate prime contracts with DLA Subsistence to deliver produce directly to DFACs, USDA-designated schools, DoL Job Corps Centers, etc.



Prime Vendor Opportunities and Annual Forecasts

<https://www.dla.mil/SmallBusiness/>

- Federal contract opportunities for DLA Subsistence procurements expected to exceed \$25,000 are found on <https://SAM.gov/>.
- DLA Internet Bid Board System (DIBBS): Search for procurement opportunities not synopsized in beta.SAM.gov.
- DLA acquisition forecasts are found on DIBBS' Supplier Requirement Visibility Application (SRVA): Search for DLA's anticipated FF&V requirements. (NOTE: Requires DIBBS registration)
- Industry Day presentations: Provide forecasts of opportunities by Major Subordinate Command to include projections of future demands by the supply chain.

Projected Future Demands

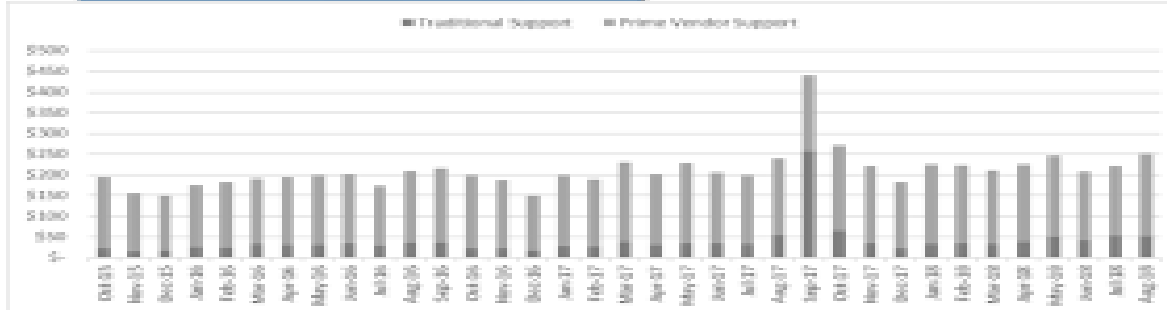
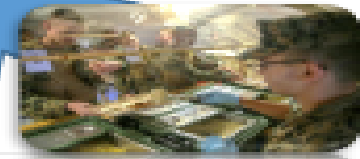
Projected Future Demand Supply Chain – Subsistence



- CLASS I**
- Food service
 - Produce & market ready
 - Operational rations
 - Food prep/field feeding equipment

Change in Demand	
FY19	FY20
\$s: + 5.0%	\$s: + 5.0%
Orders: + 3.2%	Orders: + 3.0%

\$3.07B
FY18 Sales (YTD)



	FY16	FY17	FY18 (with SEP18 Projected)	FY19 (Projected)	FY20 (Projected)
Order Count (K)	11,371	12,356	12,856	13,308	13,706
% Increase		8.7%	4.4%	3.2%	3.0%
Demand Value (\$M)	\$2,234.13	\$2,601.42	\$2,699.33	\$2,838.65	\$2,980.33
% Increase		19.1%	1.4%	5.0%	5.0%

Selling Directly to DLA Troop Support-Subsistence

<https://www.dla.mil/TroopSupport/Subsistence/Produce/>

- Read and study all requirements linked to the (above) DLA Subsistence webpage.
- Become a client of the University of Delaware PTAC (Procurement Technical Assistance Center) to receive free training, advising, and counseling on Federal government contracting.



DLA Troop Support-Subsistence Small Business Outreach

- **Mark S. Smith**
- **Small Business Specialist, DLA Troop Support**
- Mark.S.Smith@dla.mil
- **Rosita Carosella**
- **DLA, Associate Director of Small Business Programs**
- Rosita.Carosella@dla.mil



1st Alternative to Direct DLA Sales: (same as DeCA) Subcontractor or Tier 2 Vendor With Existing Prime Vendors or Market Fresh Vendors

- Prime Vendors (PVs) and Market Fresh Vendors (MFVs) contract directly with DLA Troop Support-Subsistence, going through the complete acquisition process from solicitation, proposal submittal, to contract award, and contract administration.
- As a Subcontractor or Tier 2 Vendor, you would contact PVs and/or MFVs directly with a letter of introduction, capability statement describing how your agribusiness can supply FF&V under a business-to-business (B2B) teaming arrangement, and any other pertinent information felt to be informative to the Primes.

DLA Troop Support Food Service Regions

<https://www.dla.mil/TroopSupport/Subsistence/Foodservices/Regions.aspx>



DLA Troop Support-Subsistence East Region Prime Vendors

<https://www.dla.mil/TroopSupport/Subsistence/Foodservices/Regions/CONUS/PVEast.aspx>

Military camps, posts and stations

US Foods, Inc., DBA US Foods-Raleigh 1500 NC 39 HWY Zebulon, NC 27597-6987 POC: Suzy Spellman Phone: (919) 404-4166	Virginia	SPE300-14-D-3045 Mods (#2: 21-SEP-17)	SPM300-13-R-0069 Amendments
US Foods, Inc. 1199-4 Livingston Rd. Manassas, VA 20109-2777 POC: Nick Wilson Phone: (703) 869-1945	Northern Mid-Atlantic	SPE300-19-D-3212 No Mods	SPE300-19-R-X010 Amendments
Pocono ProFoods Route 191 and Chipperfield Drive P.O. Box 669 Stroudsburg, PA 18360 POC: Dan Merklin Phone: (570) 421-2466 x3432	New Jersey, Pennsylvania, Southern New York	SPE300-14-D-3011 Mods (#6: 26-JUL-17) SPE300-19-D-3229 (Bridge Contract #1) No Mods	SPM300-13-R-0059 Amendments

DLA Troop Support-Subsistence East Region Prime Vendors (Cont.)

Medical centers

SYSCO Eastern Maryland LLC. DBA LANKFORD - SYSCO Food Services 33239 Costen Rd Pokomoke City, MD 21851-3909 POC: Nancy Linck Phone: (410) 677-5527	Washington DC, Maryland, Virginia	SPE300-15-D-3116 No Mods	SPM300-13-R-0076 Amendments
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PV: Us Foods

Zebulon, NC

<https://www.usfoods.com/locations/restaurant-supplier-in-raleigh--nc.html>

Manassas, VA

<https://www.usfoods.com/locations/restaurant-supplier-in-manassas--va.html>

Us Foods Consolidated Vendor Policy

<https://suppliers.usfood.com/assets/help/US%20Foods%20Consolidated%20Vendor%20Policy.pdf>

Application Documents:



Supply Chain Collaboration
Policy

Version 1.1 - June 2018



PV: Pocono ProFoods

Pocono Home Webpage

<https://poconoprofoods.com/>

Suppliers

<https://poconoprofoods.com/products/#suppliers>

Contact

<https://poconoprofoods.com/contact/>



PV: SYSCO

SYSCO Home Webpage

<https://sysco.com/Contact/Contact/Our-Locations/Eastern-Maryland>

Supplier Diversity

<https://sysco.com/Suppliers/Supplier-Partnerships/Supplier-Diversity.html>

Application Document



DLA Troop Support-Subsistence East Region Market Fresh Vendors

<https://www.dla.mil/TroopSupport/Subsistence/Foodservices/Regions/CONUS/MFEast.aspx>

Delaware, Maryland, & DC

<p>Troop & USDA Schools Customers</p> <p>MFV: P.J.K. Keany</p>	<p><u>SPE300-18-D-P323</u> No Mods</p>	<p><u>SPE300-17-R-0025</u> <u>Amendments</u></p>
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DLA Troop Support-Subsistence East Region Market Fresh Vendors

New Jersey

<p>Troop & USDA Schools Customers</p> <p>MFV: Gargiulo</p>	<p><u>SPE300-17-D-P305</u> <u>Mods (#10: 06-SEP-18)</u></p>	<p><u>SPM300-16-R-0045</u> <u>Amendments</u></p>
<p>N. Virginia Troop</p> <p>MFV: Produce Source</p>	<p><u>SPE300-14-D-P257</u> <u>Mods (#7: 04-OCT-17)</u></p>	<p><u>SPE300-14-R-0004</u> <u>Amendments</u></p>

DLA Troop Support-Subsistence East Region Market Fresh Vendors

Pennsylvania

Troop & USDA Schools Customers MFV: Gargiulo	<u>SPE300-17-D-P305</u> <u>Mods (#10: 06-SEP-18)</u>	<u>SPM300-16-R-0045</u> <u>Amendments</u>
USDA Schools Customers (Central PA) MFV: Hurst	<u>SPE300-17-D-S696</u> <u>Mods (#2: 08-NOV-17)</u>	<u>SPE300-17-R-0053</u> <u>Amendments</u>
Troop Customers (Eastern PA) MFV: Seashore	<u>SPE300-18-D-P334</u> No Amendments	<u>SPE300-18-R-0018</u> <u>Amendments</u>

MFV: Gargiulo Produce

Gargiulo Home Webpage

<http://www.gargiuloproduce.com/>

Products

<http://www.gargiuloproduce.com/index.cfm?fuseaction=page.new>

Contact

<http://www.gargiuloproduce.com/index.cfm?fuseaction=page.contactUs>



MFV: Hurst Produce

Hurst Home Webpage

<https://hurstproduceinc.wixsite.com/mysite>

Contact

<https://hurstproduceinc.wixsite.com/mysite/contact>



MFV: P.J.K. Keany Produce

P.J.K. Keany Home Webpage

<https://keanyproduce.com/>

Produce

<https://keanyproduce.com/products/#produce>

Contact

<https://keanyproduce.com/contact/>



MFV: Produce Source Partners

Produce Source Home Webpage

<https://producesourcepartners.com/>

Produce Growers

<https://producesourcepartners.com/our-story/meet-our-growers/>

Contact

<https://producesourcepartners.com/contact-us/>



**Vendor
Requirements**

Seashore Fruit & Produce Co.

Seashore Home Webpage

<http://seashoreeast.com/>

Partners

<http://seashoreeast.com/partners/>

To get started, contact us:

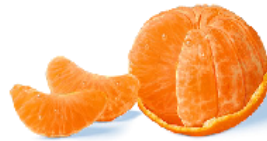
sales@seashoreeast.com or 609-345-3229



Supplier
Requirements

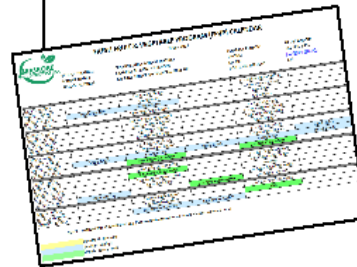


Fresh Solutions for Schools



Great, Quality Product

Seashore has long, established relationships with the produce industry's premier growers. By partnering with the best, Seashore can guarantee a level of quality and product diversity unmatched by other regional distributors.



Bulk, Fresh-Cut

We have all the basics you expect; as well as unique, time-saving offerings.

Healthy Snack Order Sheet

Keep it simple with our monthly planners. Work closely with your account manager to plan out a schedule and you're done! When possible, we feature pre-portioned "local" items. (Perfect for FFVP!)



Locally Sourced

Whenever possible, Seashore opts to source from local farms in New Jersey, Pennsylvania, Delaware, and New York. We provide a weekly listing of these items as well.



SEASHORE FRUIT & PRODUCE CO.

Customer Service: 609-345-3229
Order Online: www.SeashoreEast.com



2nd Alternative (Same as DeCA): 3rd Tier Subcontractor/Vendor

Contact 2nd Tier Subcontractors/Vendors who supply the PVs and MFVs, and begin a business relationship as a teaming partner, i.e., submit a letter of introduction, capability statement, and any other marketing and sales information that describes your agribusiness' capacities and capabilities.



Value of DFACs to Troops....

After a Couple Days of This...



A Meal at a DFAC Like This!



VA Medical Centers

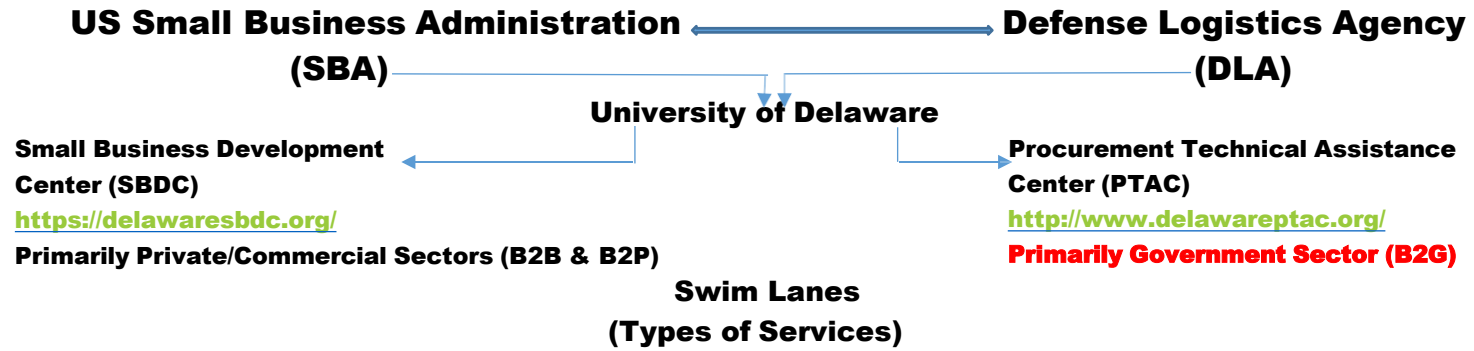
Many VA Medical Centers host farmers markets for patients, their families, and the local community.

FYSA: Wilmington, VA, hospital was contacted and may be interested in hosting such a market upon completion of the new parking garage currently under construction.

ETC: Garage is end of 2020.

USDA 2017 DE Agribusiness Census & SBA Size Standard

FARMS BY NAICS	PRINCIPAL PRODUCERS							SBA SIZE STD
	MALE	FEMALE	HISPANIC	VETERAN	NATIVE AM	AFRICAN AM	ASIAN	In Millions
1112 Vegetables & Melons	59	38	3	1	1	0	5	\$1.0
1113 Fruits & Nuts	24	14	0	6	1	0	0	\$1.0
1114 Other Food Crops & Flora	61	31	0	11	0	1	0	\$1.0
TOTALS	144	83	3	18	2	1	5	



Business Plans & Structure	Licenses & Registrations	Capital Funding	Market Research	Market Strategies	Streamlined Record Keeping	Business Development	Government Contracting (Fed, State, Local)
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