



DEFENSE LOGISTICS AGENCY

AMERICA'S COMBAT LOGISTICS SUPPORT AGENCY



Market Fresh, Produce & Soda Division

WARFIGHTER SUPPORT

STEWARDSHIP EXCELLENCE

WORKFORCE DEVELOPMENT



Market Ready Support

- Milk, Ice Cream, Bread, Bakery, Soda



Market Fresh and Soda Branch Overview...

- Customer Base:
 - CONUS DFACs, CDCs, Flight Kitchens
 - Atlantic/Pacific Navy Fleet Ports of Call, Guam AOR
 - OCONUS – PR, GTMO, Honduras, Thule AFB, Guam
- Products:
 - Dairy: Fluid milk, Ice Cream, Cottage Cheese, Seasonal Items (e.g. Eggnog)
 - Bakery: Bread, Bagels, Donuts
 - Soda: BIB, CO2, fountain equipment/maintenance, canned/bottled sodas, juices



Market Fresh and Soda Branch Overview...

- Baked Goods and Dairy:
 - Regionally focused supplier base
 - 188 contracts/IDPOs
 - \$38M annually
- Soda/Beverages:
 - 3 national contracts (BIB) – Pepsi, Coke, Foremost
 - 38+ Administrative contracts (cans/bottles)
 - \$11M annually



Market Fresh and Soda Branch Overview...

- Customer Support Services:
 - Vendor/Customer visits – training, problem solving
 - Force Protection/Quality Assurance Plan requirements in contracts
- Acquisition Strategies:
 - LPTA and Price-only
 - LTCs – 2+ years
 - \$11M annually



Produce

- Full Line Fresh Fruits and Vegetables



DLA Troop Support Produce Contract Support



Blanket Purchase Agreements or PV

- Oregon
- Montana
- North Dakota
- South Dakota
- Minnesota
- Michigan
- Oklahoma
- San Antonio

2007

2008-2009

2010

Transition Summary



Produce Contracts by the numbers...

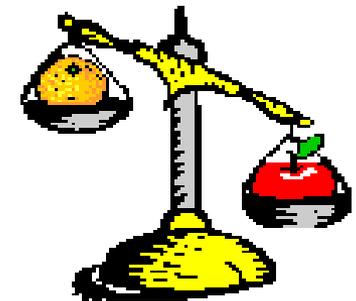
- DP-contracts
 - (DoD) – 35
- DS-contracts
 - (USDA schools) – 37
- DR-contracts
 - (Tribal Reservations) -13
- Contracts vary from 2 to 6 years in length;
will move to all 4.5 year





Strategic Intent of Long-Term Contracts...

- Build stronger relationships between vendors, customers, and DLA Troop Support
 - Continuity
 - Commitment
- Fair and reasonable pricing
 - Saving administrative time/dollars
- Increase credibility
- Reduce risk





Operations Overview...

DP (DoD Contracts)



Lines delivered annually: 912,000

Dollars obligated annually: \$86M +

Ordering Points: 641





Operations Overview... USDA (DS and DR Contracts)

Lines delivered annually: 1M +

School Year '13: \$90M +

Delivery Points: 6,750



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