



**A Business Guide for Marketing
to the
Defense Commissary Agency**



Prospective Vendors, Suppliers and Service Providers:

The Defense Commissary Agency (DeCA) plays an important role in the quality of life of the Armed Service members and their families. DeCA's mission is to provide America's military personnel with the "Commissary Benefit." To accomplish the mission DeCA must preserve and deliver a premier benefit to our Armed Service members and their families that improves their quality of life by: 1) enabling troops to focus on the mission while deployed, 2) improving retention by providing a "sense of community" for military personnel and their families, 3) providing a safe, secure shopping environment, both in overseas and stateside locations, and 4) providing American products worldwide while ensuring food safety.

To achieve this we contract with vendors, suppliers and services providers who consistently provide quality products and services on time. We look forward to developing a good relationship with your company that benefits you, our Armed Service members, their families and DeCA.

If you are a small business you are encouraged to read this booklet and explore our website at www.commissaries.com. If you have any questions, please do not hesitate to contact our Office of Small Business Programs at (804) 734-8000, extension 48015 or via email at small.business@deca.mil.

Welcome to the exciting world of DeCA as most of us call our organization!

Director,
Office of Small Business Programs

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About DeCA

From its headquarters at Fort Lee Virginia, the Defense Commissary Agency (DeCA) operates a worldwide chain of commissaries providing quality groceries at the lowest possible cost to active duty and retired members of the Armed Forces, members of the Reserve and National Guard and their families. The mission of DeCA is to ensure military readiness and retention of quality personnel by providing a part of the military compensation benefit package. The commissary privilege ranks at the top of military members' most valued non-pay compensation benefit. It is also a key benefit received by retirees. Commissaries provide an income benefit through savings on purchases of food and household items for military members and their families.

Since 1991 our sales have exceeded \$5 billion dollars per year. We purchase equipment, supplies, and services that support the operational and administrative needs for our worldwide commissary operations. We have two regional offices in the United States and one in Europe. There are approximately **255** commissaries with close to one-third of the stores located overseas.

DeCA is not associated with any other military resale or retail activity. Other entities operate and manage activities known as club systems, ship stores, or exchanges. DeCA is also not associated with dining facilities (mess halls, dining halls, galleys, etc.). The dining facilities are operated by the individual Armed Services to provide prepared meals for their members. The terms "commissary" and "exchange" have often been considered interchangeable. This is incorrect. Commissaries and exchanges fulfill two different functions. A commissary primarily sells products associated with commercial supermarkets and some household items, such as paper towels and batteries. An exchange primarily sells hard goods, ranging from appliances and automotive supplies to toys and clothing, as well as some foodstuffs, such as candy, prepared "fast foods," and alcoholic beverages. For more information see website: <https://www.commissaries.com>.

What We Sell/ Buy

Grocery Products - Our resale products are those traditionally sold in commercial supermarkets. Commodities and products sold in the commissaries are restricted to those authorized by the U.S. Congress. (See the "Resale" section for more information.)

Operational Support - Equipment, supplies, revenue generation and services required to support the operation of individual commissaries (stores).

Administrative Support - Supplies and services to support the overall operation of the Agency.

Ethics

As a government activity, DeCA is obligated to conduct its affairs with absolute integrity and impartiality. Our personnel are required to follow standards far stricter than commonly accepted in private industry. As a reminder, DeCA employees are prohibited from accepting, soliciting, or agreeing to accept directly or indirectly, any gift or gratuity from any person or organization doing business or desiring to do business with DeCA. DeCA personnel are to avoid even the appearance of improper conduct.

Small Business Information

All Federal agencies are guided by public law which mandates that a fair proportion of its contracts be made with small business concerns, to include small businesses, small disadvantaged businesses, HUBZone small businesses, service disabled veteran owned small businesses and women owned businesses. Accordingly, DeCA encourages participation by small business concerns in all procurement actions. Every effort is made to afford small business concerns an equitable opportunity to compete for all contracts that they can perform, consistent with Government interest and efficient performance. DeCA buys a sizable amount of goods and services from small businesses. Supporting small businesses, particularly disadvantaged, HUBZone small businesses, service disabled veteran owned and women-owned small businesses, is a good business practice, and we are committed to promoting an environment where those enterprises are able to compete fairly in our purchasing activities. For specific questions related to doing business with DeCA, you may submit them via email to small.business@deca.mil.

Any particular information or advice needed on small business-related financial assistance, business loans, or business development can be obtained from the Small Business Administration (SBA). SBA is accessible through the Internet at <http://www.sbaonline.sba.gov>. Additional information is available at <http://www.business.gov>.

Definitions

Small Business - A business whose annual sales or total number of employees do not exceed the thresholds defined by the Small Business Administration for the particular industry. A firm may be a small business in one activity and other than a small business in a different activity. Size standards for some of our requirements for resale and operational support items are provided.

Small Disadvantaged Business - A small business that is at least 51 percent owned by socially and economically disadvantaged individuals.

Women-Owned Small Business - A small business that is at least 51 percent owned, controlled, and operated by women.

HUBZone Small Business - A small business maintaining both a “principal office” in a Historically Underutilized Business Zone and at least 35% of employees must reside in any area designated as a HUBZone.

Service Disabled Veteran-Owned Small Business – A small business that is at least 51% owned, controlled, and operated by a service disabled veteran.

Veteran Owned Small Business - A small business that is at least 51% owned, controlled and operated by a veteran.

Small Business Size Standards – Resale

The following categories and size standards are typical Defense Commissary Agency *Resale* procurements:

CATEGORY	SIZE STANDARD*
Produce	500 employees
Eggs	\$12,500,000
In-store food operations	\$27,000,000
Cookies and crackers	750 employees
Soups	500 employees
Wholesalers and distributors - food	500 employees

Small Business Size Standards - Operational and Administrative Support

The following categories and size standards are typical Defense Commissary Agency *Operational and Administrative Support* procurements:

CATEGORY	SIZE STANDARD*
Meat Wrapping Systems	500 employees
Bags (paper and plastic)	500 employees
Shopping grocery carts	750 employees
Shelf stocking, custodial, receiving storage holding	\$ 7,000,000
Armored Car Services	\$12,500,000
Linen	\$14,000,000

***Note:** Size standard is established by the Small Business Administration and reflects total receipts averaged for the past three years, or number of employees averaged for the past 12 months.

Electronic Commerce/Electronic Data Interchange

Like the rest of the Federal Government, we are replacing paper with electronic commerce wherever possible. Our approach is to use electronic data interchange (EDI) techniques to the maximum practical extent. We expect many of our suppliers to develop the capability to receive orders, submit price changes, or receive payments electronically. For detailed information visit our website at www.commissaries.com/business/edi/edi_main_page.cfm or contact the DeCA EDI coordinator via email at EDIADM@deca.mil.

Central Contractor Registration

The Federal Government has endorsed use of Central Contractor Registration (CCR) as the primary registrant database for Government repository for contractor data. CCR stores business profiles, capabilities, and financial information for each Federal Government contractor. Both current and potential federal contractors, regardless of electronic capability, must register with CCR in order to receive contract awards and payment from the Federal Government. Each vendor must update its company's CCR record annually and as key company information changes. Due to the large volume of potential registrants in CCR, each contractor should allow sufficient time to complete their registration process. For additional information on CCR procedures, contact the Government CCR Assistance Center at (888) 227-2423 or via internet at: <http://www.ccr.gov>.

Online Representations and Certifications Application

Effective January 2005, the Federal Acquisition Regulation requires that as a part of the Government proposal submission process, contractors need to submit ***Online Representations and Certifications Application (ORCA)***. ORCA eliminates the administrative burden for contractors to submit the same information to various contracting offices and provides a common source for this information for procurement offices across the Government. You must be registered in ORCA if the solicitation you are responding to requires that you have an active registration in CCR. Prospective contractors are required to update its representations and certifications in ORCA at least annually or as necessary to ensure they are kept current, accurate, and complete. Additional information on ORCA is available at <http://orca.bpn.gov>.

DeCA Business Opportunities

Federal Business Opportunities - The official source to find business opportunities with DeCA is the Federal Business Opportunities (FedBizOpps). Each day FedBizOpps list federal government opportunities worth \$25,000 or more, identifies subcontracting opportunities, and lists contract awards. Additional information on FedBizOpps is available at www.fbo.gov.

DeCA Forecast - Pursuant to Public Law 100-656, "Business Opportunity Development Reform Act of 1988," annually DeCA publishes its contracting opportunities. The forecast aims to inform businesses, especially small firms of the anticipated contracting opportunities with the Agency. The information is published for planning purposes only and is not an invitation for bids, a request for proposals, or any contractual commitment by DeCA to purchase the identified goods or services. Each forecasted action is based on the best information available at the time of publication. The DeCA Forecast is available at www.commissaries.com/business/small_business.cfm.

Notice to the Trade (NTT) - Notice to the trade is written communication that DeCA uses to inform resale industry partners of items of significant interest that are likely to affect their business relationship with DeCA. These notices are published on DeCA's website at www.commissaries.com/business/trade_notices.cfm.

Resale Focus

Resale includes both brand name and non-brand name products. Fresh produce, meat, dairy, eggs and poultry products, and other groceries and household products that are traditionally sold in commercial supermarkets are purchased for resale in the commissaries. Not stocked in commissaries are private-label products and manufacturers' third-label lines. We also have in-store contractor-operated functions such as plants, bakeries, delicatessens, and seafood counters at selected stores. Sources of edible products must be certified and/or approved by the appropriate national (e.g., USDA, FDA, etc.) or state public health activity for the commodity. Our category managers or region buyers can provide you with details on the certification process.

The following are commodities authorized for resale:

<p>GROCERY FOOD PRODUCTS</p> <p>Dietary and specialty foods, health foods</p> <p>Jams, jellies, preserves, candy and gum</p> <p>Breakfast foods</p> <p>Bread, cookies, crackers</p> <p>Bakery and baking products, sugar</p> <p>Confectionery items, nuts, deserts & toppings</p> <p>Canned goods - meat, specialty foods soups, vegetables and fruits, etc</p> <p>Condiments and spices, pickles and relishes, dressings and spreads</p> <p>Dry goods - fruit, vegetables, bouillon and soups, pastas</p> <p>Baby foods and baby care items</p>	<p>GROCERY FOOD PRODUCTS (CONT'D)</p> <p>Shortening, oils, and fats</p> <p>Beverages - carbonated and non carbonated, canned, aseptic, plastic, soft drinks, juices & fruit drinks (canned and frozen), mixes</p> <p>coffees, teas, and cocoas</p> <p>GROCERY NONFOOD PRODUCTS</p> <p>Smoking accessories</p> <p>Paper, plastic and foil goods and picnic supplies</p> <p>Household products-laundry, cleaning and kitchen supplies, batteries and light bulbs</p> <p>Health and beauty care products</p> <p>pet supplies and pest control agents</p>	<p>DAIRY PRODUCTS AND EGGS</p> <p>Milk, cottage cheese, sour cream</p> <p>MEAT PRODUCTS</p> <p>Beef, pork, lamb, poultry, water foods, fresh and frozen</p> <p>PRODUCE</p> <p>Fresh fruits and vegetables plants, wild bird seed</p> <p>IN-STORE OPERATIONS</p> <p>Delicatessen, bakery, fish market plants</p>
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Brand Name Products are those which meet the statutory definition prescribed within 10 U.S.C. 2486(e). They are products that have identifiable customer recognition, and are marketed, merchandised, **commercially available**, and sold based on that brand. These products are carried based on commissary patron preference. Brand name products are selected for stockage in the commissary based on criteria such as product quality, competitive pricing, availability of products, demonstrated and anticipated customer demands, etc. They are procured non-competitively from the manufacturers of the products, or their authorized representative, and the specific brands procured determine the source.

Non-Brand Name (Market-Ready Food) Products are those that have no demonstrated or anticipated customer preference for specific brands. Rather, the customer preference is defined by a commercial product description, such as fresh fruits and vegetables, beef, pork, seafood, and in-store operations like deli or bakery services. Our buying process for these commodities is similar to that for equipment, supplies, and services - we award contracts through a formal competitive solicitation process on a best value basis.

Distribution/Delivery System - DeCA's preferred methodology for resale is the Frequent Delivery System (FDS) which requires product to be delivered to the commissary or designated port of embarkation for overseas shipment on a predetermined frequency.

Invoicing - For resale we use several methods of invoicing for food and household products, depending on the delivery method used. The preferred method of invoicing is *Delivery Ticket Invoicing (DTI)*. This is a method of billing where the delivery ticket accompanying each delivery serves as the invoice. The vendor is not required to submit an invoice to the designated paying office.

Payment - Payment procedures are in accordance with the Prompt Payment Act. Payment terms vary, depending on the commodity and/or product. The specific payment terms are explained in the contractual document. Electronic Fund Transfer (EFT) is the government's required method of payment.

Your Market Key for Brand Name Products

The first step in selling us a brand name product is to make an item presentation to one of our buyers. The presentation is your opportunity to market your product and provide any unique information. Before selection, ***a brand name product must have a Global Trade Identification Number (GTIN) and Universal Product Code (UPC) and be sold in commercial supermarkets.*** For more information regarding GTINs and UPCs, you can contact Uniform Code Council Inc. at (937) 435-3870, web site <http://gs1us.org> or email at info@gs1us.com.

Details of your offer must be summarized on a DeCA Form 40-15, *Display Presentation & New Item Form*, which may be obtained from https://www.commissaries.com/business/brandname_resale.cfm.

For brand name resale, your product's performance determines whether it remains in our stock assortment. We continuously analyze product sales information and if sales trends indicate your product is moving, then replenishment quantities are ordered; if not, your product will be phased out and deleted from our stock assortment. Specific time frames for measuring product performance will be explained during your presentation. Products for national, regional or local distribution may be presented at our corporate headquarters at Fort Lee, VA.

MARKETING YOUR PRODUCT TO DECA

Below are some key points you should consider in developing your brand name item presentation.

- Have a developed business plan?
- Is your product similar to an existing brand?
- You must identify the performance characteristics of your product.
- Provide documentation as to where your product places within a category.
- Identify the similarities and differences between your product and other products within the category.
- Will you provide samples for the buyer to evaluate?
- Explain how you will monitor your product's performance if accepted.
- Identify your defined method of distribution and stockage.
- Explain your pricing structure plan. What will the price of your product be and for how long?
- Define your method to promote your products (coupons, demonstrations, etc.)

Additional Information



For more information about selling to DeCA view Resale Frequently Asked Questions (FAQs) at https://www.commissaries.com/business/sadbu_faq.cfm.

Operational and Administrative Support

Operational Support - We buy all supplies and services needed to operate the commissaries. Supplies/Equipment include bags, both paper and plastic, foam trays and shrink wrap, grocery carts, hand carried baskets, meat room degreasers, sanitizers, meat processing and wrapping equipment, electronic scales, balers, and other like items. We also buy material handling equipment and refrigerated display cases. Services include the maintenance of equipment used in the meat room and deli-bakery operation such as slicers and scales, and also rental/ laundry of meat room "whites," floor mats, pest control services, armored car services, etc. Many of our stores, additionally, have contracted shelf stocking, custodial and receiving/storage/holding area services.

Administrative Support - We buy all supplies and services to support the administrative needs of the Agency. Supplies include administrative office supplies such as, automated office and visual record equipment, publications, etc. Services include maintenance of the listed equipment items/systems, software development and maintenance, grounds keeping, educational and training services, audiovisual support, special studies and analysis, etc.

Distribution/Delivery System - For Operational and Administrative Support, each acquisition contains detailed information on delivery points and transportation requirements.

Generally, acquisitions are on FOB Destination terms with multiple delivery points. If you have specific questions regarding shipping or transportation requirements, you may contact the appropriate contracting officer or submit your questions/concerns via e-mail to small.business@deca.mil.

Invoicing - For Operational and Administrative Support, invoicing and bill paying requirements are described in the contractual document. Regardless, Vendors must submit invoices electronically at <https://wawf.eb.mil>

Payment - Payment procedures are in accordance with the Prompt Payment Act. Payment terms vary, depending on commodity and/or product. The specific payment terms are explained in the contractual document. Electronic Fund Transfer (EFT) is the government's required method of payment.

Other Links



For more information on Operational and Administrative Support visit the websites www.commissaries.com/business/services.cfm, www.commissaries.com/business/supply.cfm and www.commissaries.com/business/equipment.cfm or Contracting FAQs at http://www.commissaries.com/business/contracting_faqs.cfm.

Getting Started

If you are interested in selling to DeCA, this document provides information that you need to do business with us. If you would like more information or details on any topic, please contact a region buyer, your local commissary officer or contact our small business office. They will be happy to assist you. We hope that you will join us in supporting the soldiers, sailors, airmen, and marines of the Military Services and their families.

POINTS OF CONTACT

TOPIC	LOCATION	Dial (804)734-8000 for the following extensions:
Small Business General & Operation Information	Office of Small Business Programs Director smallbusiness@deca.mil	ext 48015
Electronic Data Interchange (EDI) (Resale Items)	Information Technology EDI Coordinator (ediadm@deca.mil)	ext 49812
Marketing/Presentations of Resale Items:	Marketing Business Unit (MBU)	ext 48279
Chilled Foods		ext 48234
Frozen Foods		ext 48225
Edibles		ext 48221
Non-Edibles		ext 48222
Direct Store Delivery		ext 48861
Produce Operations		ext 48200
Meat Operations		ext 48446
Advertising		ext 48410
Promotions		ext 48385
Deli/Bakery/Seafood		ext 48382
REGIONS	DeCA East 1300 E Avenue Fort Lee, VA 23801-1800	ext 48382
	DeCA West Building 950 3401 Acacia Street, Suite 115 McClellan AFB, CA 95652-1002	(916) 569-4697/4823
	DeCA Europe Building 2780, Unit 3060 Kapaun AS GE APO AE 09021 (gerri.young@deca.mil)	011-49-631-3523-105/108

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