

PSMK

October 19, 2005

NOTICE TO THE TRADE – DeCA NOTICE 06-14

SUBJECT: Industry Roundtable, DeCA Produce Options

An industry roundtable discussion will be convened on November 16, 2005, at the Atlanta, Ga., Airport Marriott to discuss the implementation of a DeCA Fresh Fruits and Vegetable (FF&V) program that meets DeCA's goal of providing the best quality products at the best possible prices to DeCA facilities worldwide (see attached maps). All interested parties are invited to attend from 8 a.m. to noon. Individual discussion periods may be scheduled after the roundtable, between the hours of 1300-1600, to discuss any issues or concerns that individual sources may prefer to discuss privately for proprietary reasons.

DeCA operates produce departments in 250 stores with an annual volume of approximately \$357 million in the United States, Europe, and the Far East. Historically, DeCA has utilized the services of the Defense Supply Center – Philadelphia (DSC-P) to provide acquisition support to provide DeCA FF&V requirements worldwide. Recent discussions between DSC-P and DeCA have resulted in a decision for DeCA to assume that overall acquisition mission for DeCA-related FF&V. The transition period for this change is to be completed no later than September 30, 2006. DeCA is now seeking input from industry to facilitate this transition process. A list of topics for discussion is attached.

In order to facilitate an informative and productive roundtable session, it is requested that all questions, suggestions, recommendations, and concerns relating to the implementation of a DeCA Fresh Fruit and Vegetable program be submitted in writing in advance of the session. The suspense date for submission of any such questions is by the close of business on November 11, 2005. This will enable DeCA to finalize its agenda of discussion topics. The general roundtable session will be recorded. Any parties that expect to attend the session are requested to complete and return the attached industry profile prior to the meeting. The exact location of the session will then be communicated directly to any respondents that submit a completed profile.

Please fax or e-mail questions to Mr. Carroll Allred by close of business November 11, 2005. The fax number is (804) 734-8629, e-mail carroll.allred@deca.mil, or call (804) 734-8387.

The Airport Marriott, Atlanta, Ga., is located at 4711 Best Road, Atlanta, GA, (404) 766-7900 or 1-800-228-9290. Approximately 80 rooms have been blocked by the hotel at a discounted rate of \$115.00 per night. Rooms that have not been reserved by 28 October will be released.

/s/

Thomas Milks
Program Director

Attachments:
As Stated

INDUSTRY PROFILE INFORMATION

Return completed form by November 11, 2005, to DeCA Headquarters, 1300 E Avenue, Fort Lee, VA 23801-1800; or, fax to the attention of Carroll Allred at (804) 734-8629.

In order to better understand current contractor support capabilities, it is requested that you submit the following:

Company Name: _____

Name of Contact: _____

Business Address: _____

Phone: _____ **FAX:** _____ **Cell #** _____

E-Mail Address: _____

1. Indicate applicable category: Grower Distributor Wholesaler Broker
 Other _____

2. Indicate all of the outlets you currently supply with produce.

<input type="checkbox"/> Commissary	<input type="checkbox"/> Retail Markets
<input type="checkbox"/> Distributors/Suppliers/Wholesaler	<input type="checkbox"/> Terminal Markets
<input type="checkbox"/> DSO/DSC-P	<input type="checkbox"/> Other _____

3. Do you currently furnish products and/or services to DeCA?

Yes No If yes, attach a list of items/services and the stores.

4. Are you a full-line supplier of produce?

Yes No

If no, list major commodities supplied:

5. Business Size.

Please indicate the total number of employees that your firm currently employs in a 12-month period: _____.

Please indicate the average annual receipts that your firm currently generates in a 12-month period: \$_____.

Topics for discussion include but are not limited to the following:

- Summary of DeCA's pilot produce contracting initiative.
- Geographical areas of proposed contracts.
- DeCA's goals for suppliers.
- Contracting requirements.
- Addressing the questions submitted from industry.

