

PSP

September 13, 2007

NOTICE TO THE TRADE – DeCA NOTICE 07-144

SUBJECT: Worldwide Pre-Packaged Salad Program

The Defense Commissary Agency's (DeCA) Marketing Business Unit (MBU) will be accepting presentations on September 26-27, 2007, at Fort Lee, Virginia, for the Pre-Packaged Salad Program starting at approximately 8 a.m. Details of the requirement are attached along with a listing of the commissaries to be supported through this program. The program will be for a base period of 1-year, with the potential for three additional 1-year option periods. DeCA shall retain the exclusive right to exercise the renewal period(s) based on the supplier's performance and adherence to the criteria specified in the finalized agreement.

This is an opportunity to become a primary or secondary supplier for one or more designated marketing areas throughout DeCA. As a result of this process, there will be only one primary supplier in each specified marketing area. There may be one or multiple primary suppliers under the overall program. There are a total of eight DeCA marketing areas available under this program. The marketing areas are: Northeast, Central, Southern, Midwest, Southwest, Northwest, Pacific, and European. Some marketing areas have more than one pricing zone to accommodate merchandising in locations such as Hawaii, Alaska, and Puerto Rico. The specific store locations are segregated into distinct marketing areas. DeCA will be responsible for the costs and logistics of shipping products to all locations shown in the Pacific and European marketing areas, unless alternatives are proposed by the offeror(s) which are subsequently determined to be more advantageous to the government.

The objectives of this program are to continue an already successful pre-packaged salad program by providing timely deliveries, patron satisfaction, and consistent patron savings – to all commissary locations worldwide. An additional objective is to provide a streamlined program that supports all of our store locations in the most efficient manner. Offerors are encouraged to develop and propose alternatives that would facilitate these objectives. The successful selected supplier(s) must recognize that the products under this agreement are vital to the government and must be continued without interruption.

All presentations will be videotaped and will not exceed 1 hour in duration. Each vendor will be given 15 minutes before and after each presentation to prepare and clear the room. To schedule an appointment please contact Ms. Evelyn Trisvan, (804) 734-8614. All appointments must be made no later than September 20, 2007. Vendors will furnish six paper copies of their presentation and any slides used. An overhead projector will be available for your use.

NOTE: Industry is hereby informed that the government is not liable for any expenses incurred in the preparation of these presentations. In addition, this is not a contractual solicitation; it is a merchandising agreement that is not governed by the Federal Acquisition Regulations. Industry will be permitted to “reclama” in accordance with established guidelines within this NTT.

The program elements and requirements and the evaluation criteria are provided in attachments 1 and 2. If you cannot meet the program elements and requirements you should not schedule an appointment.

Offerors are expected to address each item identified in attachment 2 as part of their presentation. It is recommended that the written proposal that accompanies your presentation follow the same sequence as shown in attachment 2 to ensure no mandatory items are missed.

My point of contact for this action is Mr. Dana Nickless, Produce Specialist, at 804-734-8387 or dana.nickless@deca.mil.

/s/

Richard S. Page
Chief Operating Officer

Attachments:
As stated