

Worldwide Produce Contracts

The Defense Commissary Agency (DeCA) continues to seek ways to improve its offerings to patrons by regularly reviewing and re-bidding contracts according to performance and parameters.

As of July 2, Resale Produce Support Branch Chief/Contracting Officer Sarah E. Saunders noted that Area 1 was re-awarded on April 1, 2010, under a slightly different configuration than its predecessor. Also, she explained, the solicitation for Area 2 was issued earlier this year, and proposals received in response were under evaluation. Area 2 also included a slightly different configuration of stores and groups than its predecessor. As future solicitations are issued, the area of coverage will be addressed at that time.

The map and tables on this page illustrate the agency's current CONUS produce contracting areas, including Alaska and Hawaii, and their contract holders and expiration dates, as well as listings for overseas contracts.



CONUS

AREA 1 (MID ATLANTIC)

MILITARY PRODUCE GROUP LLC, Norfolk, Va.
20 commissaries located in Georgia, North Carolina, South Carolina, Virginia and West Virginia (includes Ports of Embarkation for Cuba).
Contract Expiration: 1st Qtr. Fiscal 2016*

AREA 2 (MIDWEST) GROUP 1

C & C PRODUCE INC., Kansas City, Mo.
17 commissaries throughout Colorado, North Dakota, South Dakota, Kansas, Missouri, Nebraska, Utah and Wyoming.
Contract Expiration: 4th Qtr. Fiscal 2010*

AREA 2 (MIDWEST) GROUP 2

B. CATALANI INC., San Antonio, Texas
21 commissaries throughout New Mexico, Oklahoma and Texas.
Contract Expiration: 4th Qtr. Fiscal 2010*

AREA 3 (NORTHEAST) GROUP 1

MILITARY PRODUCE GROUP LLC, Norfolk, Va.
10 commissaries throughout Illinois, Indiana, Kentucky, Michigan, Ohio and Wisconsin.
Contract Expiration: 2nd Qtr. Fiscal 2011*

AREA 3 (NORTHEAST) GROUP 2

MILITARY PRODUCE GROUP LLC, Norfolk, Va.
31 commissaries throughout Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Jersey, New York, Pennsylvania, Rhode Island and Virginia.
Contract Expiration: 3rd Qtr. Fiscal 2011*

AREA 4 (NORTHWEST) GROUP 1

SPOKANE PRODUCE INC., Spokane, Wash.
9 commissaries throughout the state of Washington, Montana, and Idaho.
Contract Expiration: 1st Qtr. Fiscal 2011*

AREA 4 (ALASKA) GROUP 2

DI TOMASOS INC., Anchorage, Alaska
5 commissaries in the state of Alaska.
Contract Expiration: 1st Qtr. Fiscal 2011*

AREA 5 (SOUTHEAST) GROUPS 1 AND 2

MILITARY PRODUCE GROUP LLC, Norfolk, Va.
36 commissaries throughout Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Tennessee and Puerto Rico.
Contract Expiration: 4th Qtr. Fiscal 2010*

AREA 6 (SOUTHWEST) GROUPS 1, 2 AND 3

COAST PRODUCE CO., Los Angeles, Calif.
34 commissaries throughout Arizona, California, Nevada and Hawaii.
Contract Expiration: 1st Qtr. Fiscal 2011*

OCONUS

DeCA WEST

GUAM/KOREA/JAPAN

RAYMOND EXPRESS INTERNATIONAL

Group 1: 12 commissaries in Korea.
Group 2: 2 commissaries on Guam.
Group 3: 15 stores in Japan and on Okinawa.
Contract Expiration: 2nd Qtr. Fiscal 2012*

DeCA EUROPE

UNITED KINGDOM

D & F MCCARTHY & SONS, Norwich, Norfolk, U.K.

6 DeCA locations in England
Contract Expiration: 4th Qtr. Fiscal 2012*

GERMANY, BELGIUM, and THE NETHERLANDS

WASGAU AG, Pirmasens, Germany

23 DeCA locations
Contract Expiration: 4th Qtr. Fiscal 2014*

** Includes the base contract performance period and assumes the exercise of all potential option years of contract performance.*

Bulking Up, Going Local



Bennett

Any patron who has visited the Defense Commissary Agency's (DeCA) Facebook page in 2010 may have noticed a number of fellow patrons voicing an interest in organic and locally grown produce. The agency's social media initiative has certainly caught the attention of department personnel, suppliers and customers.

DRIVING FACTORS

According to Commissary Management Specialist, Produce, Bridget Bennett, several factors that are currently influencing the "increased consumption of organics" include health and environmental concerns; consumers cooking more at home; growing awareness of organic options; lower prices of organic produce enticing a new customer base who is willing to try organic produce ... as the price range narrows; locations where stores have made a consistent effort and remained committed to the category; and suppliers offering weekly promotions on organic produce.

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BULKING UP

While much organic produce is pre-packed or over-wrapped on a tray with a bar code for scanning, this form of display is changing. "We do have bulk organic items in many of our stores. It is a practice that is catching on in some areas," Bennett noted.

"Most true organic consumers prefer bulk over packaged simply because they can touch, smell and/or feel the product." Nevertheless, she said, there is "no current mandate to carry bulk organic items versus pre-packaged at this time."

Providing a greater variety of bulk items, however, can be advantageous to all concerned, since, Bennett said, it assists in "decreasing the cost of organic produce as the cost of packaging and the additional labor to pack the items would be taken out."

DeCA's 15 Top-Selling Organic Produce Items

- Apples (multiple varieties)
- Carrots (multiple varieties)
- Tomatoes (multiple varieties)
- Bagged Salads
- Bananas
- Romaine Hearts
- Celery Hearts
- Broccoli
- Cucumbers
- Avocados
- Strawberries
- Bell Peppers (multiple varieties)
- Squash
- Grapes
- Potatoes

Source DeCA

HEALTHY OUTLOOK

"I believe there is room for organic growth. As organic prices drop, some consumers will transition to organic for health, environmental, and sustainability reasons," she added.

In spite of a slow economy, Bennett pointed out, "consumers are still looking for healthier options when it comes to the food they consume.

"Once the consumer gains trust that the commissary will have the items they are looking for, they may purchase more organic produce at the commissary rather than downtown," Bennett observed.

"Integrating organic items along with the conventional similar items will increase consumer awareness and provide them an option if the prices of both are within a comparable range."

—Continued on page 83, DeCA Produce



Providing Healthy Choices



Proudly Serving Those Who Serve

Military Produce Group LLC, 1106 Ingleside Rd., Norfolk, VA 23502, 757-852-2700



A variety of tasty choices. All under one roof.

All you need from WhiteWave Foods.



 WhiteWave
F O O D S



Continued from page 3, Gordon

He was also a senior executive at City Year, an AmeriCorps national service program, and was responsible for the concept development of AmeriCorps' National Civilian Community Corps (NCCC).

As a 1992-1993 White House Fellow, he served as the Director of Special Operations for the Office of National Service. He also taught the interagency process of national security at the National War College, and the Federal Executive Management Center in Shepherdstown, W. Va., and served as a Center for Public Management Fellow at the Brookings Institution.

Before serving in the White House, Gordon was the special assistant to the Secretary of Veterans Affairs.

MILITARY BACKGROUND

A graduate of West Point, the National War College, and the Army Command and General Staff College, Gordon also earned a master's degree in public policy from Princeton University. He served numerous tours on active duty, including with the 4th Infantry Division (Mechanized), Fort Carson, Colo., and as the commander of the artillery unit at Bamberg, Germany.

From 1981-1982, Gordon was an aide-de-camp to then-Brig. Gen. Colin Powell, USA, and afterward, he held several teaching assignments including assistant professor of American politics and, later, director of American politics at West Point. He retired from active military duty in 2006.

His awards and commendations include the Legion of Merit; Defense Meritorious Service Medal; Meritorious Service Medal twice; Army Commendation Medal with five oak leaf clusters; Outstanding Volunteer Service Medal; and the Army Achievement Medal.

Continued from page 3, Savings

comparing apples to apples, so to speak," said Greg Kochuba, special projects chief for DeCA's Sales Directorate (SD). "It's a more valid comparison of commissary prices versus retail grocery prices and should be a more meaningful tool for our shoppers."

The food savings percentage is based on savings for the following edible categories: grocery (food), dairy, frozen food, meat and produce. The non-food savings percentage is based on savings for health and beauty care (HBC) items along with grocery (non-food) which includes pet products, cleaning and laundry, paper products and other household items.

The overall savings percentage reported earlier this year remains at 31.7 percent. However, worldwide savings for the food-only category now stand at 32 percent, and for the nonfood category at 30.5 percent.

DOLLAR SAVINGS

"Translating the percentages into dollar savings is where the difference really shows," Kochuba said.

Savings for a typical family of four increased from almost \$3,300 per year to more than \$4,400 per year when you include savings on nonfood items."

Total food and nonfood savings for single patrons are now more than \$1,500 per year, while on the high end of the scale, married patrons with five children can save more than \$6,347 a year by shopping their local commissaries. (See chart.)

"Delivering substantial savings to the brave men and women of our armed forces is now, and always has been, our top priority," said Acting DeCA Director and Chief Executive Officer (CEO) Thomas E. Milks. "Recent changes in the way savings levels are computed [for a married couple] have shown the actual dollar value of the commissary benefit is even higher." That is "excellent news," Milks said, adding it represents \$369 a month to a typical family budget.

"So now, more than ever, our customers can see that shopping the commissary really is worth the trip!" Milks concluded.

— DeCA Annual Savings Amount by Household Size —

Household Definition	Household Size	Food Savings	Nonfood Savings	Food and Nonfood Savings
Single	1	\$1,158.08	\$372.18	\$1,530.26
Single w/1 Child	2	\$1,843.17	\$592.36	\$2,435.53
Married	2	\$2,123.13	\$682.33	\$2,805.46
Married w/1 Child	3	\$2,619.67	\$841.91	\$3,461.59
Married w/2 Children	4	\$3,351.22	\$1,077.02	\$4,428.24
Married w/3 Children	5	\$3,720.22	\$1,195.61	\$4,915.82
Married w/4 Children	6	\$4,533.70	\$1,457.03	\$5,990.74
Married w/5 Children	7	\$4,803.40	\$1,543.72	\$6,347.12

—Continued from page 39, DeCA Produce

LOCAL MOTION

As to whether "local" is the new "organic," Bennett noted, "Locally grown produce is perceived to be healthier, safer, and more flavorful whether it's organic or conventional, and as long as it provides a value to the consumer, it will continue to be a popular trend."

DeCA produce departments are taking note: "The demand for locally grown is outstripping the demand for organic, as consumers are interested in making a connection with the local growers and purchasing produce that reduces the carbon footprint."

During the peak growing season, she said, "local produce can represent more than 30 percent of sales in some areas."



William F. Vick (left), store director of NB San Diego, Calif., Commissary, accepted several awards during the recent American Logistics Association (ALA)/ Defense Commissary Agency (DeCA) Worldwide Partnership Summit that were presented by then-director and Chief Executive Officer (CEO) Philip E. Sakowitz, Jr., including one for best produce merchandising in the Superstore category, as well as for effectively promoted the Defense Commissary Agency (DeCA) slogan, "It's worth the trip," and the Director's Award for Best Superstore.

TRAINING IS KEY

"Our produce managers are trained to be constantly mindful of the products displayed on the sales floor. The produce department is one of the first impressions of the store that a customer has, and can be a determinant of additional return shopping trips," Bennett emphasized.

In addition to training provided by management teams, "our in-store merchandisers work to 'refresh' the importance of quality product and culling, to maintain freshness and increase sales." This "hands-on" guidance from industry partners, she said, "helps to support the message of quality at a great savings to our customers."

QUALITY CONTROL

To keep an eye on providing U.S.#1 or better quality, DeCA has fielded an in-store communication program for inquiries, requests, or comments to store-level management. It also has an action line that reaches both regional and headquarters staffs. Bennett explained, "This program is closely monitored and each customer receives a response."

With DeCA now on Facebook and Twitter, as customers make comments on these community Web pages, Bennett said, "we try to address those concerns as well."

—E and C NEWS