

What Is Appropriate For The Military



- Long Shelf life items
- Novel items
- Popular items
- Nutritional items
- Adaptable items
- Food, equipment, sanitation, labor saving, etc.

PURPOSE



- To provide an overview of the military marketplace
- To provide a non technical overview
- To see if your items, services, etc. can become a part of this marketplace

WHAT TYPES OF ITEMS ARE CONSIDERED?



- Buy America Act
- Berry Amendment Compliant
- Subject to Inspection
- Fulfills military's needs
- Warrior tested and approved

ELEMENTS OF THE MARKETPLACE



- Rations
- Dining Halls
- Equipment
- Overseas (OCONUS) Programs
- Commissaries and Exchanges
- Other elements

RATIONS



- Individual rations (See specifications)
- Group rations (see specifications)
- Menus and components approved by the services
- Assemblers are key as they are contract holders:
SOPAKCO/WORNICK/AMERIQUAL/LABATT
 - They purchase components that meet standards

DINING HALLS



- Cafeteria Operations where meal cost is critical
- CONUS versus OCONUS
- Subsistence Prime Vendor (SPV) and Military Services are the keys
 - Service Guidelines are important
 - SPV Chose items from any source
 - New items take a long time to get in system

EQUIPMENT



- Equipment is purchased for new and existing facilities: big business
- Military services all have an equipment division: Army/Navy/USMC/AF
- Purchases can be made from:
 - GSA Contracts
 - Individual suppliers

OVERSEAS OPERATIONS



- Called OCONUS and especially in War Zones
- CONOPS MENU is tailored to specific needs and augments SPV support in War Zone
- Typical items are fast foods and items popular to 18-25 year olds

Enhances morale and nutrition

ARCENT and JCCoE are approval authorities

COMMISSARIES/EXCHANGES



- This is big business!!
- Resale food and Wal-Mart type operations
- Brand name and industry leading items
- Very bureaucratic: DECA/AFFES/etc.
- Brokers are only effective way to do business in these markets

OTHER ELEMENTS



- Hurricane Relief
- Natural Disaster Relief
- IBEX programs
- FEMA
- State Department
- USAID
- Many contracts through DLA Troop Support

What are the Key Programs?



- **Rations:**
 - Meal Ready to Eat
 - Family of Unitized Group Rations
 - Specialty Rations
- **Non-Rations:**
 - Dining Hall Food
 - Dining Hall Equipment

What Do they Need?



- **Rations:**
 - Comply with Specifications:
 - Breakfast Items
 - For 18-25 year olds in combat
 - Diverse menus
- **Non-Rations:**
 - Novel & Cost effective
 - Appealing to same age groups
 - Easy to use/serve

Who Should I Contact?



- **Rations:**
 - Natick and Military Services
 - Assemblers (contract holders)
 - R&DA
- **Non-Rations:**
 - Military Services
 - Subsistence Prime Vendors
 - R&DA

Where Do I Get Information?



- **Rations:**

- www.dscp.dla.mil/subs/oprats/rations
- Services website and POCs
- Natick
- Assemblers

- **Non-Rations:**

- Military Services (food and equipment POC)
- Service Catalogs
- SPV

Who Are the Decision Makers?



- **Rations: The Warfighter**
 - Army Rick Byrd/ Dave Staples/ LTC Johnson
 - USMC: Gil Girard/ LTC Rogers
 - Natick: Rations team members
 - MRE: Judy Aylward is POC
 - UGR: Sue Harrington is POC
 - Assemblers: Choose who supplies the item
- **Non Rations:**
 - CONOPS: JCCoE & Arcent
 - Equipment POC

What Special Knowledge Do I Need?



- Know Specifications and Shelf life
- How items are used in combat
- Who to contact
- Ask them what they need to make decision
- How is my data used?
- What changes are needed to become approved
- When and how much are needed?

Examples of Each Program



- Rations
- Dining Halls
- Equipment
- CONOPS Menu
- Commissary & Exchange

Rations



- **Individual:**

- 36 month shelf life
- Small items: Look at Specs
- Listen to presentations @ this meeting
- Discuss with Natick and Army

- **Group:**

- Various shelf life/can be frozen
- Cost per serving
- See Specs
- Discuss with Natick/Army/USMC/assemblers

DINING HALLS



- SPV and Installation controlled
- Link with both
- Cost per serving/savings of prep time
- Menu board approval
- Beat current items in quality or price
- Visit services to determine their needs

EQUIPMENT



- **Replacement Equipment:**
 - Installation determines
 - Installation food advisor
 - Discuss with services equipment team
- **New Construction Equipment:**
 - Usually service approved and funded
 - Service Equipment folks are key
 - More efficient
 - Consider mobile kitchen usage

CONOPS MENU



- Special Situation
- See Menus from Army
- Approval involves:
 - Army
 - Army Central Command
 - Food Advisors in combat areas
 - Consider SPV in combat areas

COMMISSARY AND EXCHANGES



- **Very Bureaucratic:**
 - Use a broker
- **Headquarters Approved:**
 - Regions and individual stores
- **Brand Name Bias In Selection:**
 - Need commercial movement data
- **Price Is Critical In Decision:**
 - All items are sold at cost!

Questions???



- This is a great time to ask questions
- R&DA can provide more detailed data to individuals:
Schedule time with me on Wednesday
- More detailed sessions on Tuesday afternoon

Next



- Sue Harrington
- Jeannette Kennedy