DoD Fresh: The Basics

February 25, 2014

To hear the webinar, dial: 800-857-9609, Passcode: 5345604

Housekeeping

- To download handouts:
- To make a comment or ask a question:
  - Type your question or comment using the Q&A tab
  - Ask your question or comment on the phone at the end of the webinar by pressing *1
- Please turn off your computer microphone, all audio will be through the phone.
- The webinar will be recorded and available on the USDA Food Distribution Website: http://www.fns.usda.gov/food-distribution

Poll: Who is on the line?

Our Presenters

- Colleen Matts - Farm to Institution Specialist, Center for Regional Food Systems, Michigan State University
- Christina Conell - Program Analyst, Food and Nutrition Service
- Terry Minton - Administrator, Tennessee Department of Agriculture
- Steve Davis - Director of Nutrition Services, Colchester School District
- Pat Scott - Defense Logistics Agency

Overview

- Background
- Advantages and Challenges
- State Agency Perspective: Tennessee
- School District Perspective: Colchester, Vermont
- Contacts and Resources
- Questions

Background
USDA and DoD Partnership

- **Goals:**
  - Offer high quality, full line fresh fruits & vegetables
  - Offer weekly deliveries to schools, distribution centers
  - Award long term produce contracts with weekly pricing/item reviews, vendor audits, vendor payment/reconciliation
  - Customer Service – Produce Specialists in the field provide direct support; resolve issues locally
  - Use of FFAVORS website – easy-to-use ordering/receipting, catalog viewing, funds tracking

DoD Fresh Basics

- DoD Fresh operates in 47 states, District of Columbia, Guam, Puerto Rico, Virgin Islands
  - Average orders processed per month:
  - Support 120 Indian Tribal Organizations

DoD Produce Contracts

- 18 month base year; two (2) 18-month options
- Most awards are to small businesses
- Most schools and ITOs receive weekly deliveries. Vendor strongly encouraged to network with local produce sources
- New districts & ITOs can be added during the contract pending approval by both the vendor and contracting office. Most requests are approved.

DoD Fresh for ITOs

- Began serving ITOs in 1997
- Catalog contains approved produce items as well as seasonal and local items
- FFAVORS website is used for catalog, orders, receipts, and invoicing
- Customer service provided by DLA account managers or Field Reps

*Goal remains to provide full selection of highest quality produce at current market prices for all USDA customers.

Poll: Do You Participate in DoD Fresh?

- **Total Purchases**
  - SY12 $80.8M
  - SY13 $112M
  - SY14 Estimated $131M
- **Local Purchases**
  - SY12 - $14M
  - SY13 - $15M
  - SY14 to date - $12M
Advantages and Challenges

Advantages
- Flexibility
- Consistency and Frequency
- High quality and Variety
- Easy ordering and funds tracking

Flexibility
- States can make adjustments to DoD allocations at any time
- USDA does not limit the amount of entitlement that a state can allocate for DoD fresh purchases
  - Part of request driven system!

Consistency and Frequency
- DLA contract is 18 months with 2 option periods
- DoD vendors update the prices and products in the catalog each week
- Depending on the state, schools can receive produce every week

High Quality and Variety
- DoD vendors update the prices and products in the catalog each week
- Full line of produce items, including pre-cuts and locally-grown items, are available on the catalog.
- Items can be added based on customer demand if the vendor can source the item.

Funds Tracking
- Ordering in FFAVORS
  - Catalog reflects total cost of product
- DoD manages vendor payment and reconciliation
- USDA manages entitlement
- States must reconcile with districts
Continues to Grow

DoD Fresh is a small, but growing portion of USDA Foods!

A State Perspective: Tennessee

DoD Fresh in TN

- Tennessee has 98 districts participating in DoD Fresh
  - Small private schools - recommending all DoD
  - Largest district in state - $1.2M
  - In SY14, TN is spending $7.1M for DoD Fresh
    - Up from $5.25M in SY13
    - Nearly ¼ of entitlement total

DoD Benefits for TN Schools

- Request driven during annual planning process
- An easy alternative for unused entitlement
- No maximum %
- Contractor for TN sub-contracts with produce vendors across the state and has been able to reach all districts
- Excellent working relationship with DoD customer specialist
- Control over variety, quantity, and timing of food received

Challenges

- Incredible growth
- Restrictions of long term contracts
  - Can add delivery locations
  - Changes from warehouse to direct school delivery need to be communicated in advance of contract solicitation.
- Not reaching all districts
  - Either district not interested in participating or DLA can not identify vendor or distributor willing to cover certain area.
- DLA is always doing market research to gauge interest or seek new sources.
Tips for Working with DoD Fresh

- Stay in touch with DLA customer specialist
- Ask districts to keep state office in the loop with any complaints
- Recommend 100% DoD for private schools and RCCIs
- Watch district balances in FFAVORS to ensure funds are used and encourage districts to do the same
- Give districts strong incentive to maximize use by transferring unused funds toward end of school year

A School District Perspective: Colchester School District, Vermont

DoD Fact Sheet

» Using DoD to purchase local produce fact sheet

DLA Field Representatives

<table>
<thead>
<tr>
<th>Region</th>
<th>Name</th>
<th>Phone 1</th>
<th>Phone 2</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>Pat Scott</td>
<td>215-737-3601</td>
<td>215-737-3601</td>
<td><a href="mailto:Pat.Scarlett@dla.mil">Pat.Scarlett@dla.mil</a></td>
</tr>
<tr>
<td>Southeast</td>
<td>Ken Wilmoth</td>
<td>804-695-9136</td>
<td>804-695-9136</td>
<td><a href="mailto:Ken.Wilmoth@dla.mil">Ken.Wilmoth@dla.mil</a></td>
</tr>
<tr>
<td>Southwest</td>
<td>Lisa Perry</td>
<td>215-737-3745</td>
<td>215-737-3745</td>
<td><a href="mailto:Lisa.Perry@dla.mil">Lisa.Perry@dla.mil</a></td>
</tr>
<tr>
<td>Northwest</td>
<td>John Tolomeo</td>
<td>215-737-9231</td>
<td>215-737-9231</td>
<td><a href="mailto:John.Tolomeo@dla.mil">John.Tolomeo@dla.mil</a></td>
</tr>
<tr>
<td>Mid-Atlantic</td>
<td>Vera Strilchuk</td>
<td>410-977-0003</td>
<td>410-977-0003</td>
<td><a href="mailto:Vera.Strilchuk@dla.mil">Vera.Strilchuk@dla.mil</a></td>
</tr>
<tr>
<td>Florida</td>
<td>Todd Baxley</td>
<td>904-483-6239</td>
<td>904-483-6239</td>
<td><a href="mailto:Todd.Baxley@dla.mil">Todd.Baxley@dla.mil</a></td>
</tr>
<tr>
<td>TX/NM</td>
<td>Yvette Newell</td>
<td>817-306-9643</td>
<td>817-306-9643</td>
<td><a href="mailto:Yvette.Newell@dla.mil">Yvette.Newell@dla.mil</a></td>
</tr>
<tr>
<td>WY/UT/MT/ND</td>
<td>Russ Brooks</td>
<td>303-961-1195</td>
<td>303-961-1195</td>
<td><a href="mailto:Russ.Brooks@dla.mil">Russ.Brooks@dla.mil</a></td>
</tr>
<tr>
<td>Virginia</td>
<td>Larry Munoz</td>
<td>757-438-2707</td>
<td>757-438-2707</td>
<td><a href="mailto:Larry.Munoz@dla.mil">Larry.Munoz@dla.mil</a></td>
</tr>
<tr>
<td>GA/AL/MS</td>
<td>Allan Reif</td>
<td>407-947-0187</td>
<td>407-947-0187</td>
<td><a href="mailto:Allan.Reif@dla.mil">Allan.Reif@dla.mil</a></td>
</tr>
<tr>
<td>TX/OK</td>
<td>Karen Kenton</td>
<td>303-961-1235</td>
<td>303-961-1235</td>
<td><a href="mailto:Karen.Kenton@dla.mil">Karen.Kenton@dla.mil</a></td>
</tr>
<tr>
<td>New England</td>
<td>David Lucht</td>
<td>508-726-7371</td>
<td>508-726-7371</td>
<td><a href="mailto:David.Lucht@dla.mil">David.Lucht@dla.mil</a></td>
</tr>
<tr>
<td>Kansas/MO/TN</td>
<td>Joe Miller</td>
<td>816-868-5369</td>
<td>816-868-5369</td>
<td><a href="mailto:Joe.Miller@dla.mil">Joe.Miller@dla.mil</a></td>
</tr>
<tr>
<td>San Diego, CA</td>
<td>Mike Espinoza</td>
<td>619-666-1728</td>
<td>619-666-1728</td>
<td><a href="mailto:Mike.Espinoza@dla.mil">Mike.Espinoza@dla.mil</a></td>
</tr>
<tr>
<td>WA/AK</td>
<td>Dave Edmonson</td>
<td>253-261-7171</td>
<td>253-261-7171</td>
<td><a href="mailto:Dave.Edmonson@dla.mil">Dave.Edmonson@dla.mil</a></td>
</tr>
<tr>
<td>WV/OH/IN/IL/MI/WI/MN/IA/west PA</td>
<td>Pam Hamlett</td>
<td>740-415-6551</td>
<td>740-415-6551</td>
<td><a href="mailto:Pam.Hamlett@dla.mil">Pam.Hamlett@dla.mil</a></td>
</tr>
</tbody>
</table>

Contacts and Resources

USDA DoD website

DLA website


Questions?