



Agricultural Marketing Service

Service

Welcome to AMS Commodity Procurement!





INTRODUCTIONS





AMS MISSION

- Facilitate the strategic marketing of U.S. agricultural products in domestic and international markets, while ensuring fair trading practices and promoting a competitive and efficient marketplace to the benefit of producers, traders, and consumers of U.S. food and fiber products.





AMS VISION

- A marketing system that quickly and efficiently moves wholesome, affordable agricultural products from producers and traders to markets





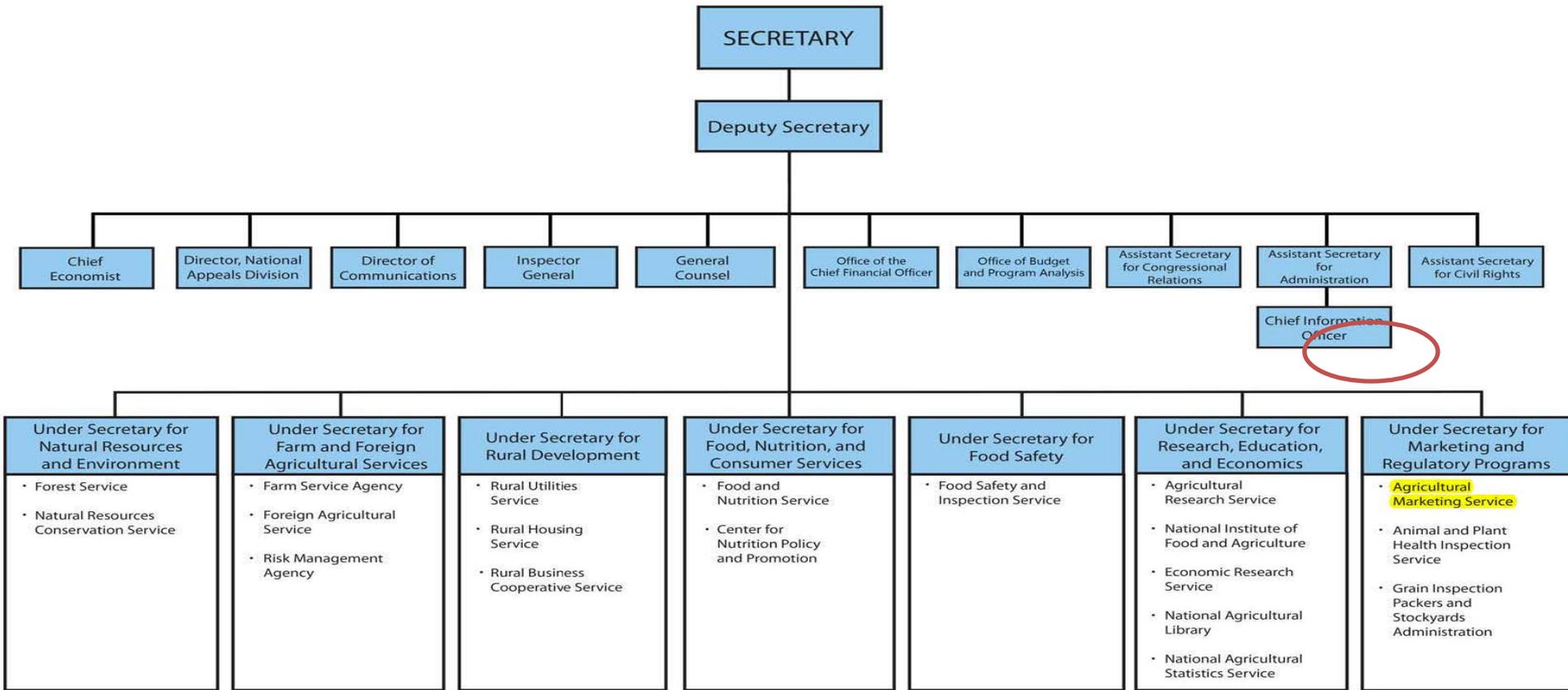
AMS VALUES

- **Independence and Objectivity:** We act independently and objectively to create trust in our programs and services for individuals and businesses throughout the agricultural marketing system.
- **Customer Service:** We provide prompt, accurate, and technically competent services to our customers.
- **Accountability:** We are accountable to our customers.
- **Honesty and Integrity:** We maintain honesty and integrity in our programs and ourselves.
- **Diversity:** We value and honor all aspects of diversity.





AMS in the USDA Structure





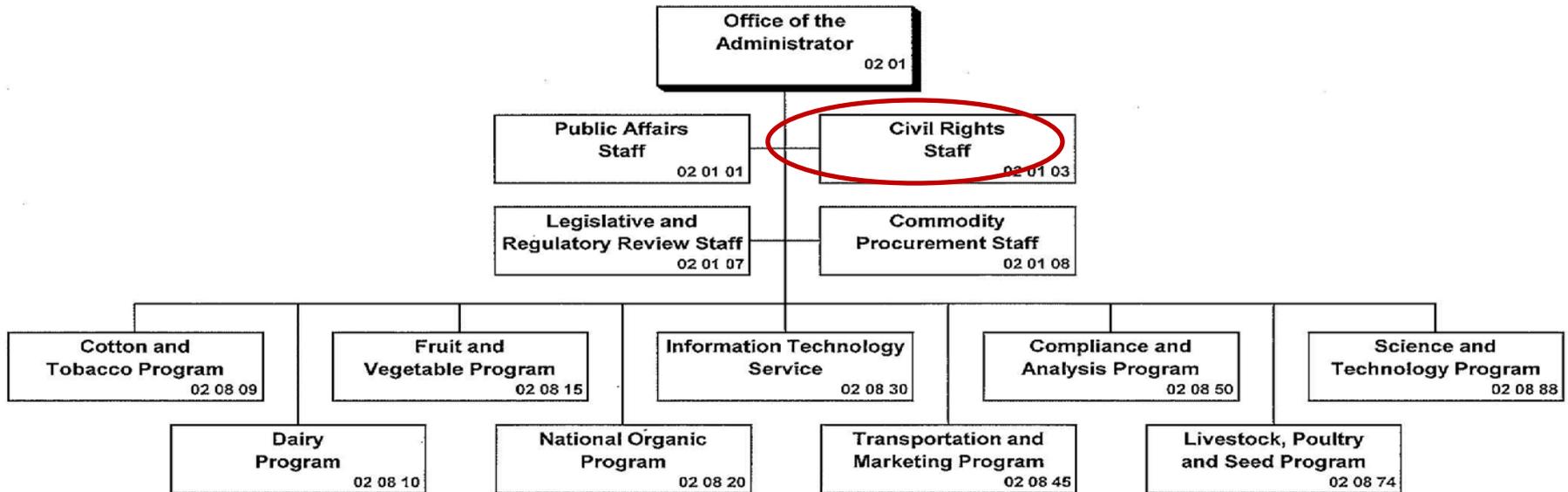
AMS Organization Chart

U.S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

Supersedes AMS chart dated October 5, 2009

APPROVED: *Evelyn Aviles*
Under Secretary for
Marketing and Regulatory Programs

DATE: 9-13-12



The mission of the Agricultural Marketing Service is to facilitate the competitive and efficient marketing of agricultural products.



AMS Strategic Plan

- Goal 5: Provide Premier Procurement and Technical Solutions to Identify and Fulfill the Needs for Agricultural, Food Assistance, and Other Programs (COMMODITY PROCUREMENT)





Commodity Procurement Mission

AMS Commodity Procurement facilitates the marketing of American agricultural products through the purchase and delivery of 100% domestic foods to Federal food and nutrition program recipients.





Commodity Procurement Vision

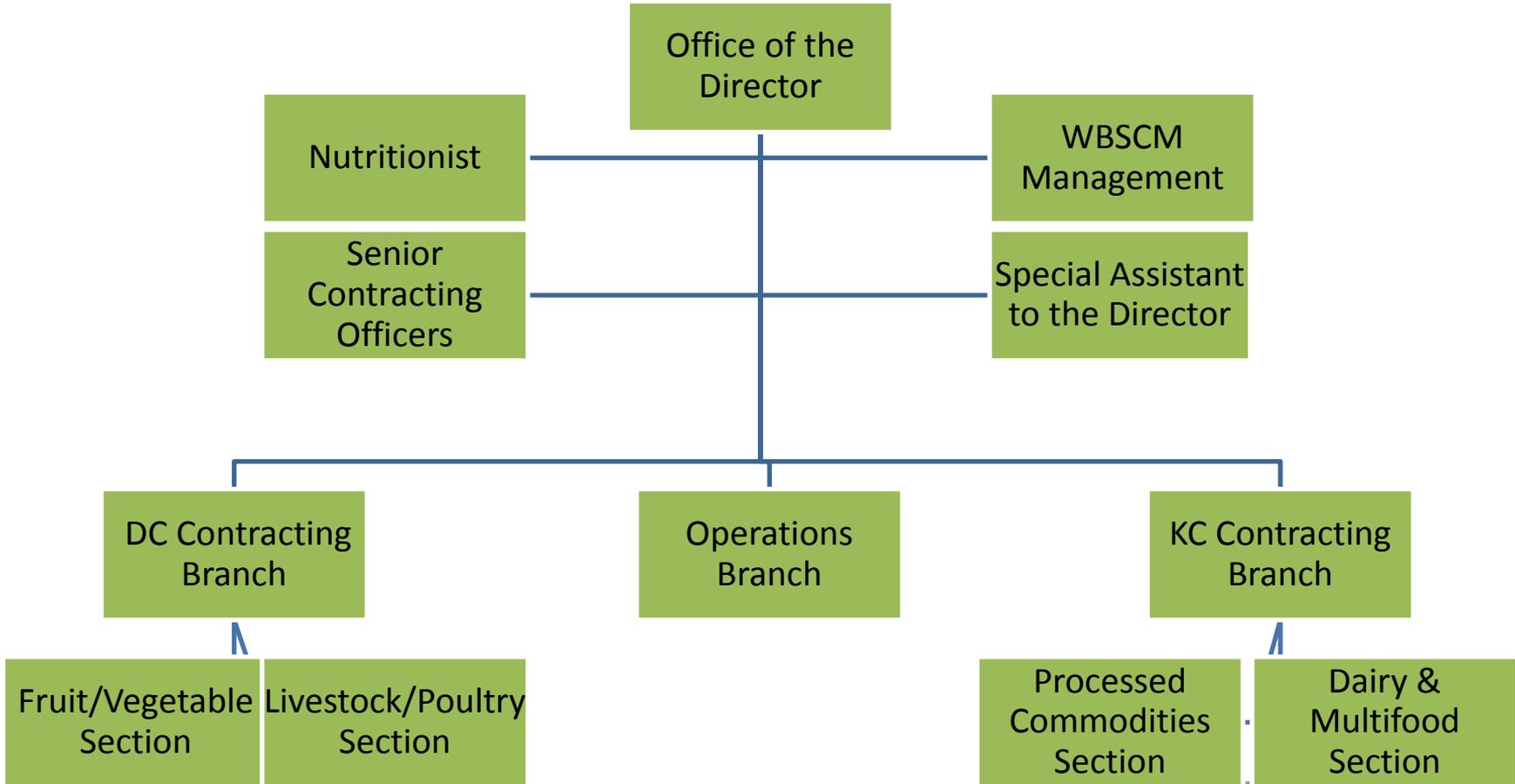
A Federal procurement program that quickly and efficiently procures and delivers safe, quality products to Federal food and nutrition assistance programs that benefits both American producers and the American people.

Together We're Making a Difference: American Agriculture for the American People





Current Structure





WBSCM Management

- Agency Coordination
- GSA Coordination
- Contractor Management
- Work Management
- Federal Reporting and Requirements





Nutritionist

- Agency Nutrition Policies
- New Product Development/Changes to Products
- Specification Review
- RFP Technical Evaluation
- Dietary Guidelines Compliance
- Marketing Orders and Research and Promotion Programs





Senior Contracting Officers

- FAR Compliance
- CPS Contract Policy, Procedures, and Oversight
- OGC Coordination
- OPPM Coordination
- Unlimited Warrants



Special Assistant

- FNS/Program Liaison
- Information Requests and Reporting
- Purchase Plan
- Industry Conference
- Disaster/COOP/Pandemic Coordination
- Miscellaneous Assistance





Operations Branch

- AMS WBSCM Administration: help desk, training, testing, AMS project management
- Funds Monitoring/Financial Activities
- Complaints/Holds/Recalls
- Small Business Coordination
- Correspondence/Bonus Dockets
- Website and Listserv Design/Maintenance
- Communication and Marketing





DC Contracting Branch

- Purchase Schedules
- Solicitations
- Awards
- Modifications
- Invoice Approval
- Contract Closeout





KC Contracting Branch

- Purchase Schedules
- Solicitations
- Awards
- Modifications
- Invoice Approval
- Contract Closeout
- Senior Contract Specialists
- New Product Development/Changes to Products
- Specification Review
- AMS WBSCM Administration: help desk, training, testing, AMS project management
- Complaints/Holds/Recalls





Consolidation to Date

- Consolidation effective July 26, 2015
- Purchase information consolidated on AMS website
- Communication through AMS GovDelivery
- Financial approval and reporting process





Upcoming Process and Procedure

- Restructuring CPS
- Consolidating Policies and Procedures
 - Terminology differences
 - New vendor approval process
 - Specification development
 - Plant/shipping point audits
 - Inspection/Grading requirements





Upcoming Process and Procedure

- Consolidating Policies and Procedures
 - Master Solicitation/RFP documents
 - Small business administration
 - Purchase approval process
 - Economist input
 - Program input
 - Posting Awards





Upcoming Process and Procedure

- Consolidating Policies and Procedures
 - Contract Administration
 - Late delivery
 - Destination changes
 - Contract modifications
 - Discounts





Responding to Evolving Needs Discussion

- Challenges in your industry
- Commercial best practices
- USDA contracting challenges
- Timing of buys/purchase schedule
- Invoicing
- Other processes/procedures





New Products

Here are all the new materials for KCCB over the last year:

- Bulk peanuts for further processing
- Kosher peanut butter
- Kosher veg oil
- Blue cornmeal – traditional food





Specification Changes

- Crackers, Unsalted- case/truckload
- UHT Milk-case/truckload
- Brown Rice- medium grain and long grain 25lb
- New product exploration:
 - Peanut Butter individual portion
 - High protein yogurt
 - Sliced cheddar cheese
 - Bulk fluid milk





How to Get Products Considered

New Products are introduced two ways:

- FNS Identifies a Need: FNS must ID purpose, outlet/demand, & product restrictions

OR

- Industry Proposes a Product: Industry must ID the outlet/demand, capacity & suppliers





Introducing New Products

Website for instructions:

http://www.fns.usda.gov/sites/default/files/HOW_TO_GET_YOUR_PRODUCT_CONSIDERED_Final.pdf

In order to be considered as a USDA Food, the product must:

- Be 100% grown and processed in the United States or its territories
- Support the nutrition goals in the Dietary Guidelines for Americans
- Be versatile





Introducing New Products

In order to be considered as a USDA Food, the product must:

- Be available from more than one vendor
- Have a documented demand in a commercial setting
- Be produced by a responsible entity





How USDA Determines Customer Needs/Demand

- Feedback from stakeholder workgroups/meetings/conferences
- Formal surveys/outreach
- Informal feedback from State agencies/school districts
- Trends analysis of current product requests
- Industry distribution trends in similar market





Market Research

- AMS Market Research may include: RFI, Conference Calls, Draft Specs, discussions with suppliers and program recipients
- Report and Recommendation to FNS:
 - Go: Specification, Plan, Order, Procure and Monitor Performance
 - More Info Needed: Repeat Market Research with modified requirement, more focus and/or additional information
 - No Go: Product not ideal; no available supply; no demand; etc.





Request for Information (RFI)

- An early step in the information gathering process
 - Market Research - info gathering; supplement more research, discussion, further refinement of requirement/program
 - Sources Sought- gauging interest and supply for an already-identified product or program
- Results may be:
 - Conclusive- Sufficient number of responses (at least two) with information pointing to a definite way forward- (Go or No-Go)
 - Inconclusive- insufficient or widely-varied responses (More Info Needed)





In the Future

- RFI process may not be the best in every situation, but we will continue to use, being more considerate of when it is most appropriate versus....
- More “Informal” information gathering
 - Conference calls, Notices to the Trade, good old fashioned conversations





Wrap Up

Welcome to AMS!!

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