Doing Business With The Army Food Program

Published by
The Joint Culinary Center of Excellence

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JCCoE History, Mission, Vision, Purpose and Organization

History In February 1989, the Chief of Staff, Army directed the formation of the Army Center of Excellence, Subsistence (ACES) by merging two organizations: (1) the Directorate of Food Service, U.S. Army Troop Support Agency and (2) the Subsistence and Food Service Department, U.S. Army Quartermaster Center and School (QMC&S). ACES officially began with the completion of asset transfer on 1 October 1989, at Fort Lee, Virginia. On 1 October 2009, ACES was re-aligned under the Sustainment Center of Excellence (SCoE) as the Joint Culinary Center of Excellence (JCCoE). The JCCoE is separated into three directorates. First, Army Center of Excellence, Subsistence Operations Directorate (ACES OD); secondly, Joint Culinary Training Directorate (JCTD) and the thirdly, Special Programs Directorate (SPD).

Mission: Provide Joint Proponent Food Operations Training and serves as the Executive Agent providing direction for the Army's Food Program; central focal point for Joint basic and advanced food service skills training.

Vision: Be the Corporate Headquarters for Army Food Service. Serve as executive agent for the Army G4 and the Quartermaster General for Army Food Service Programs worldwide. Be the premier Joint food service training institution for the Armed Services in both entry-level and advanced culinary training. Maintain and continuously improve in the recognition of foodservice excellence in special activities and programs such as the P.A. Connelly.

Purpose: Ensure our mission and vision statements are accomplished. To meet these objectives; we serve as the Soldier advocate and executive agent for the entire Army Food Program including training and operations for both garrison and field feeding; develop new feeding concepts for the Army Food Program; develop standards for menus and operational rations; write regulations and doctrinal publications; implement policies for both active and reserve components; establish effective food safety, dining facility design, food service equipment and food service management oversight methods and principles; represent Army in the joint arena as a voting member in Department of Defense (DOD) Food Program Committees; Evaluate current and proposed food systems; identify and analyze deficiencies and shortfalls; and seek solutions to remedy these deficiencies and shortfalls; administer Army Food Program competition and recognition programs and train enlisted Soldiers in the entire scope of the Army Food Program, including garrison and field feeding.

Organization: JCCoE is divided into three directorates, as seen below in Figure 1. These are the ACES OD, JCTD and SPD. The JCCoE Director is responsible for all the activities of JCCoE and represents the Department of the Army (DA) G-4 and the Quartermaster General (QMG) at various government and industry boards, committees, and meetings. Aligned under the JCCoE Director is the JCCoE Sergeant Major (SGM), JCCoE Executive Officer (XO), and the Army

Food Advisor (AFA). The JCCoE SGM is the highest level food service Non-Commissioned Officer (NCO) in the Army and handles specific food service enlisted and NCO issues. The Executive Officer (XO) supports and assists the JCCoE Director when needed and is the Director of the Special Programs Directorate. Additionally, the XO provides administrative and supply support to the JCCoE staff. The Army Food Advisor (AFA) is the highest level food service warrant officer in the Army and serves as the primary technical and tactical food advisor to the JCCoE Director, Army G-4 and the QMG. The AFA, as the senior food service technician, provides mentorship in the development and education of other food service warrant officers.

Figure 1. JCCoE Organizational Chart

Special Programs Directorate: The JCCoE Special Programs Directorate administers the Department of Army Philip A. Connelly Awards Program for Excellence in Army Food Service, commonly referred to as "The Connelly Program" or just "Connelly", The U. S. Army Culinary Arts Team (USACAT), the United States Culinary Arts Competition and the Enlisted Aide Competition. The "Connelly" program exists as a partnership between the Army and the International Food Service Executives Association (IFSEA), whose members assist in judging the winners. The Connelly Program recognizes excellence in Army Food Service from top performing units to include the Army Reserve and Army National Guard competing at the Army level in one of five categories: Garrison Military, Garrison Civilian, Field Category Active, Field Category Reserve and Field Category National Guard. In order to compete at the Army level, the units must have been chosen as winners at installation and regional competitive programs. Connelly competitors are judged on food preparation and

serving skills, food management, training, subsistence accountability, sanitation, security, safety, equipment maintenance and many other areas depending upon the category of competition.

The U. S. Army Culinary Arts Team (USACAT) is the U.S. National Military Culinary Team and will compete at local, national, and international culinary competitions. The Commanding General, USAQMS appoints the team manager and members. Appointments are accomplished by memorandum to the respective commands. Team members will be appointed for a specific time period that will be noted in the appointment memorandum. The purpose of USACAT competitions is to offer the military chef opportunity to sharpen and broaden his or her cooking skills. USACAT members are obligated to share knowledge with whoever wishes to learn. This ultimately benefits the military diners in troop dining facilities in garrison and on the battlefield.

The United States Culinary Arts Competition is sanctioned by The American Culinary Federation. Medals received from federation entries can be used towards chef certification. The competition is open to active duty members of all Services, DOD civilians, and USAR and ARNG personnel.

The Enlisted Aide Competition was established to identify and reward the top Enlisted Aides in the Army and promote the Enlisted Aide Training Course.

Joint Culinary Training Directorate (JCTD): The Joint Culinary Training Directorate (JCTD) serves as the principal advisor to the Director, JCCoE; the QMS Commandant; and DA Deputy Chief of Staff, Logistics (DCSLOG) on all issues involving entry level and advanced food service training. The JCTD is responsible for the development, management and oversight of Army and Joint Services basic and advanced food service training provided for all branches of the Armed Forces of the United States. Train approximately 6,500-7,000 Soldiers, Marines, Sailors, Airmen, Guardians, DOD civilians, and members of other allied countries in basic and advanced food operations skills, subsistence and food service equipment operations for garrison and field training.

The JCTD consists of three divisions responsible for Initial Military Training/Advanced Individual Training (IMT/AIT), advanced food service, and internal/external special skills training. The JCTD conducts initial entry training (IET) for the Army's military occupational specialties (MOS) Food Service Specialist (MOS 92G), and consolidated training for United States Marine Corps (USMC) Food Service Specialist (MOS 3381) and United States Navy (USN) Culinary Specialist (MOS 0013). The JCTD is also the Army's trainer for functional and Additional Skill Identifier (ASI) producing programs including: Advanced Culinary Training Course, the Enlisted Aide Training Course, and the Food Service Management Course.

The JCTD develops and executes resident and nonresident training in

field and garrison food service for the Total Army. The JCTD provides all logistical and consolidated training development functions to support Marine Corps and Navy Food Service Training under Interservice Training Review Organization and manages the development of new training methodology to include distance learning, TNET capability, and commander networking.

Army Center of Excellence, Subsistence Operations Directorate (ACES OD): The Director of Operations (DOO), ACES under the authority of the Army G-4, oversees the operational side of the Army Food Program by providing policy, doctrine, standards, direction and management assistance to Army customers worldwide, including the Army Reserve and Army National Guard. The ACES OD is divided into five divisions, as show in Figure 2. These five divisions are: Management Assistance Division, Facilities and Equipment Division, Quality Assurance Division, Concepts, Systems and Policy Division and the Army NG/Reserve Division.

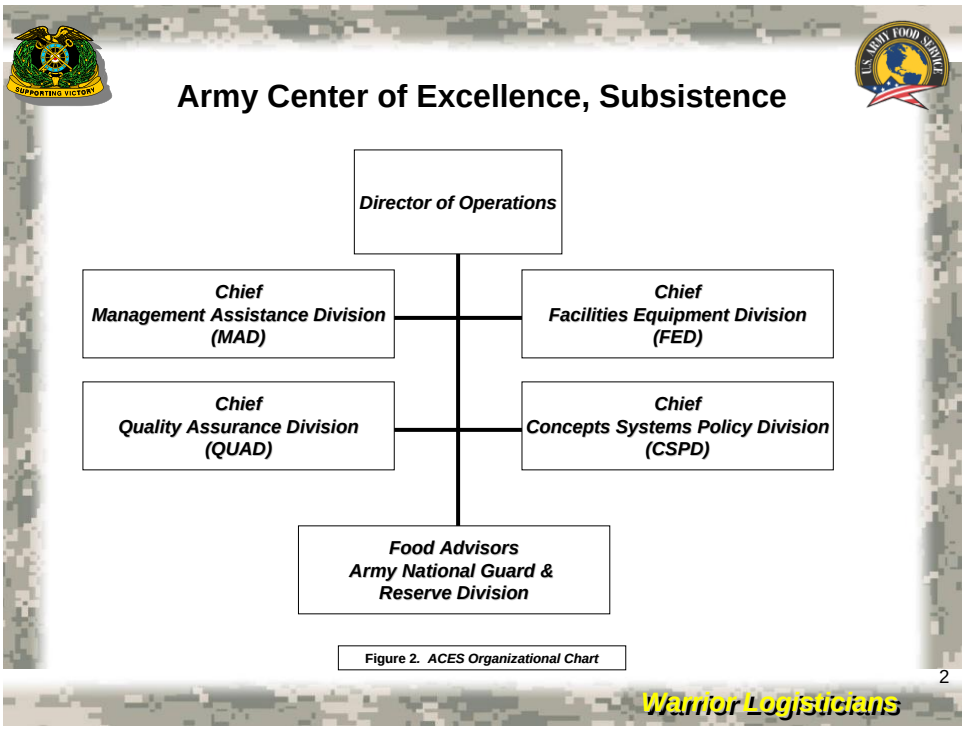

Figure 2. ACES OD Organizational Chart

Management Assistance Division (MAD): The Management Assistance Division (MAD) provides management assistance to Army installation Food Programs and dining facilities around the world. While some of this advice and assistance is provided from the office at Fort Lee, most is accomplished through the use of Food Management Assistance Team (FMAT) visits conducted on-site. An FMAT will normally visit CONUS regions or installations every 18 months at a minimum and OCONUS locations every 12 months. Additional visits may be requested by the installation to address specific concerns and issues. The FMAT reviews the following areas, providing technical guidance and training as needed

to ensure regulatory guidance: administration; subsistence accounting and inventory management; food preparation and serving; food protection and sanitation; menu standards; personnel management; contracting and contract surveillance; utilization, dining facility construction and renovation; equipment replacement and maintenance and Prime Vendor Program issues.

Facilities and Equipment Division (FED): The Facilities and Equipment Division (FED) provides advice and assistance to units and installations in all areas of food service equipment specifications and maintenance. FED review performance specifications for new garrison food service equipment and makes equipment recommendations to the user, who in turn makes the final purchasing decision. In additional, FED is the Quartermaster proponent for the Defense Standardization of Army Field Feeding Food Service Program and provides input to Sustainment Center of Excellence (SCoE) and NATICK for new development of specifications, new technologies and descriptions and equipment selection. FED serves as the voting member for the Army on the selection board for all approved field feeding food service equipment and assists in the development of policy and doctrine; consults with US Army Soldier System Center, NATICK, Joint Center of Excellence (JCCoE) Army Center of Excellence Subsistence (ACES) Operation Directorate (OD) Concepts, Systems, and Policy Division on all matters of tactical, garrison and field regulations. In addition, FED serves and support the US Army Center for Health Promotion and Preventive Medicine as a Subject Matter Expert (SME) for the Army Technical Bulletin Occupational and Environmental Health Food Sanitation manual (TB MED 530) for facilities and construction; open and closing inspection criteria; Oversight of the Common Table Allowance (CTA) 50-909 for Army food service equipment and submits the Army budget requirements for the MCA dining facility projects for the government furnished and government installed food service equipment, decoration and furniture items.

An essential part of FED mission is to work with the Army Corps of Engineers (COE) in the areas of new concept dining facility designs and specification; construction and inspection and décor packages. The division works closely with Army Reserve and National Guard COE on new MCA and renovation projects. The Army is looking into different ways of designing and building Army dining facilities. Construction costs are on the rise and Soldier strength is increasing at various installations Army-wide. The Army is transforming in so many ways, and as a result, the Military Construction (MILCON) process must transform to remain relevant.

In cooperation with the COE, JCCoE explores ways to streamline design and construction processes and reduce overall costs of building and furnishing dining facilities. The Army COE and JCCoE are exploring corporate business models and trying to emulate these models to gain an understanding of their construction procedures. Army COE has recently sponsored MILCON Transformation Industry Forums to meet with the industry leaders in architecture,

engineering, construction and general contracting to discuss ideas for a better future in the military construction arena.

Quality Assurance Division (QUAD): The Quality Assurance Division provides advice, assistance and nutritional guidance/expertise to the Army Food Program in the areas of garrison and tactical field feeding. QUAD personnel in conjunction with Natick Research, Development & Engineering Center (NATICK RD&E), U.S. Army Public Health Command (PHC) and Defense Logistics Agency Troop Support (DLA-TS) are actively engaged in the development, procurement and inventory management of operational rations, such as the Meal Ready-to-Eat (MRE), First Strike Ration, Unitized Group Ration (H&S and A) and its supplements and enhancements. Additionally, QUAD influences the Army's Health and Comfort Pack (HCP). The HCP is a designed group of packaged sundries that are provided to Soldiers at the time of deployment or during periods of deployment.

QUAD is composed of a Division Chief, Dietitian, Food Service Specialist (Menus and Recipes), Quality Assurance Specialist (Field Feeding), Environmental Science Officer (Preventive Medicine) and a Food Safety Officer (Senior Veterinary Services Technician). QUAD is the Quartermaster proponent for Defense Standardization of Food Items and provides input to the Office of the Surgeon General (OTSG), NATICK, PHC, US Department of Agriculture (USDA), US Department of Commerce (USDC) and DLA-TS for the development of specifications, commercial item descriptions, product selection and food quality assurance. QUAD assists in the development of policy and doctrine, consulting with ACES OD Concepts, Systems, and Policy Division on all matters of tactical regulations, DA Contingency Operations (CONOPS) Menu and Nutrition.

Each year, QUAD functions as the coordinating staff for the Joint Services Operational Rations Forum (JSORF) and JCCoE Partnership Day events. The JSORF is typically held in the first week of February. This is a time when all Services gather for tactical feeding discussions in a Government only meeting. JSORF is the cornerstone in improving and recommending future requirements supporting field feeding operations for all types of contingency operations. The Partnership Day consists of briefings on the Army Field Feeding Program and provides a chance for Food Service Industry Partners to visit an actual Army Food Service training location that provides a "hands-on" view of field equipment and an improved understanding of the Army as a customer.

The QUAD Environmental Science and Food Safety Officers provide technical guidance to the development, interpretation and implementation of food safety policies and standards. The online "Food Safety and Protection Certification Course" is administered, designed and updated from this office, providing the ability for Food Service Managers to maintain current credentials required in accordance with sanitation regulations and directives. These Officers

additionally provide support in the areas of Food Defense, Installation Vulnerability Assessments, and Food Safety and Sanitation.

An essential product of QUAD is the development of the Basic Daily Food Allowance (BDFA). The BDFA provides the dining facilities worldwide with a computation for the funds for raw subsistence to prepare the meals used to feed Soldiers. Companies interacting with the Army should understand the BDFA requirement to properly understand the cost guidelines that managers operate to balance his expenditures against his earnings.

Also, QUAD represents the Army in membership of the DOD Nutrition Committee, DOD Dietary Supplements Committee, Joint Service Recipe Committee and process action teams for field feeding. QUAD provides oversight on policies and issues impacting on the Army's nutrition, food safety, and field feeding programs. These joint committees develop, recommends and produces recipes and guidance for all DOD food service operations.

Concepts, Systems and Policy Division (CSPD): The Concepts, Systems, and Policy Division (CSPD) develop and write Army Food Program policy, procedures and doctrine. CSPD serves as the functional proponent for food service automated systems. This involves working with software engineers to maintain and improve the current Army Food Management Information System (AFMIS) as well as working with other DOD agencies in the development of a Food Management Systems.

CSPD works in developing new feeding concepts and adopting industry trends for use in Army dining facilities. These concepts and trends are researched and evaluated for inclusion into the Army Food Program. If a concept can add value to the Army Food Program, CSPD will develop appropriate implementation plans and procedures and include these plans and procedures in future policy and doctrinal publications.

A continuing trend within the Army is contracting of Army dining facilities. This trend requires the Army to continually change its method of operation. The Army is developing qualified and certified personnel to ensure the Army receives the full expected benefit from these contractors. CSPD manages and instructs the Food Service Contract Management Course; training and certifying over 2000 Army personnel in food service contracting since 2004. Additionally, CSPD develops and maintains the Performance Work Statement and the Performance Assessment Plan prototype to ensure that the Army Food Program has a standard of operation throughout all installations.

CSPD administers the Subsistence Prime Vendor (SPV) program for the Army, to include contingency operation subsistence requirements and conducts the annual Army Worldwide Food Service Workshop in coordination with DLA-TS Subsistence Worldwide Customer Conference and Food Show.

For more information on JCCoE or to contact JCCoE personnel, please visit the JCCoE website at www.quartermaster.army.mil/jccoe

THE BIG PICTURE

While JCCoE is the primary overseer and central point of contact for the Army Food Program, we are part of a much larger network of laws, policies and organizations that work together to ensure quality meals are provided to Soldiers around the world. The paragraphs below should help you understand the overall picture of how the Army Food Program operates.

a. **The US Code-** Title 10 of the US Code states, “an enlisted member of the Army on active duty is entitled to one ration daily”. While “the President may prescribe the components, and the quantities thereof, of the Army ration”, one would intuitively suspect that he does not, having more pressing matters to attend. In fact, the entire Department of Defense (and Army) food program is delegated down to lower levels of command.

One important thing to note from Title 10 is that every *enlisted* member of the Army on active duty is entitled to one ration daily. Officers are not, by US Code, *entitled* to a ration, however they are *authorized* one by other documentation.

Another important thing to note is the word *ration*. According to Webster’s 11th New Collegiate Dictionary, *ration* is defined as “a food allowance for one day”. Instinctively, you may infer this to mean a set of three meals, but in practical usage it can also mean an allowance of money given with the intent that it be spent on food, as is done in the case of all officers and those enlisted personnel not living in the barracks.

b. **Defense Logistics Agency (DLA)-** The Defense Logistics Agency (DLA) is a DOD agency organized under the DOD Under Secretary of Defense for Acquisition, Technology, and Logistics. The Defense Logistics Agency is the Department of Defense's largest logistics combat support agency, providing worldwide logistics support in both peacetime and wartime to the Military Services as well as several civilian agencies and foreign countries.

DLA supplies almost every consumable item America's Military Services need to operate, from groceries to jet fuel. It supplies approximately 95% of the Military Services' repair parts, *100% of the services' subsistence*, fuels, medical, clothing and textile, construction and barrier material. DLA supported every major war and contingency operation of the past four decades, from the Vietnam War, Operation Iraqi Freedom and Afghanistan.

DLA has been designated by DOD as the Executive Agent for Subsistence. The subsistence acquisition mission is carried out by the Defense Logistics Agency Troop Support (DLA-TS); a field activity within DLA.

c. **Defense Logistics Agency Troop Support (DLA-TS):**The Defense Logistics Agency Troop Support (DLA-TS) is the major logistics supplier to the Department of Defense for troop support supply items. DLA-TS is “the inventory control point for almost 100 percent of the food, clothing, and medical material used by military personnel”. Additionally, DLA-TS provide a significant portion of DOD’s construction materials and repair parts. The Subsistence Directorate serves as the key link between the Armed Forces and the U.S. Food Industry. It also provides support to other Federal Agencies, the Veterans Administration, Public Health Service hospitals, the USDA's National School Lunch Program and the District of Columbia School District.

Relevant to subsistence, DLA-TS maintains 15 different ration/meal programs and items for individual and group field feeding. For those who may be new to the program, individual field feeding rations/meals consist of those items that are issued to individual Soldiers for consumption at the time and place that is most appropriate for their situation. These rations, Meal, Ready to Eat (MRE) being the most famous, are shelf stable and may be eaten at ambient temperature or may be heated using the flameless ration heater contained in the package (just add water). They are designed for use in austere environments or for high tempo field training and operations. Group field feeding rations/meals are cook-prepared meals that are prepared using some type of field kitchen/equipment. The most well-known group rations are Unitized Group Rations (UGRs), which are 50-serving modules consisting of either heat and serve (UGR H&S) or cook and serve (UGR-A) food items providing mainline and short order variety of meals. The type of ration used depends upon the field feeding situation.

DLA-TS also administer the prime vendor program contracts that provide food and food service equipment to DOD garrison dining facilities around the world. This allows dining facilities to buy the same type of food and food service equipment from the same distributors used by commercial food service establishments. Each service sets its own product standards and guidelines, but the individual item choices are cataloged and ordered at the installation level.

d. **Joint Subsistence Policy Board (JSPB):** The Joint Subsistence Policy Board (JSPB) is established under the chairmanship of the DOD Executive Agent for Subsistence. This board serves as a means for planning, coordinating and resolving subsistence related issues for the entire DOD.

The JSPB is made up of members from the military departments to include Army, Navy, Air Force, Marines, Coast Guard and Military Sealift Command.

e. **Army Deputy Chief of Staff (DCS), G-4:** The Army's Deputy Chief of Staff (DCS), G-4 is the senior logistics official in the Army. The DCS, G-4, is the Department of the Army proponent for the Army Food Program and the principal advisor to the Secretary of the Army, the Chief of Staff of the Army, and all of the other elements of the Army Staff for food policy and resources.

The DCS, G-4 develops plans, policies, programs, and standards for management of the Army Food Program and coordinates food program matters with the Office of the Secretary of Defense, other military services and private industry. The DCS, G-4 is the functional proponent for all subsistence programs. The DCS, G-4 staff budgets resources for all subsistence programs in the Army's Planning, Programming, Budgeting and Execution System. The DCS, G-4 accomplishes program execution oversight through JCCoE, ACES OD at Fort Lee. ACES OD is the DCS, G-4's eyes and ears in the field to ensure that policy is followed and resources are expended according to budget.

f. The **Office of the Surgeon General (OTSG), United States Army:** The Surgeon General, United States Army (USA), exercises DOD responsibility for establishing Nutritional Standards and Education for military feeding and operational rations. The Dietetics Consultant, OTSG is the lead for all issues impacting the nutritional health of Soldiers, to include feeding.

g**. The DOD Combat Feeding Program:** The DOD Combat Feeding Research and Engineering Program (CFREP) was established by DOD Directive (D) 3235.2E and provides the Office of the Secretary of Defense a comprehensive, responsive Joint Service program to address combat feeding research and engineering services and support requirements for all DOD Components. In accordance with DODD 3235.2E, the U.S. Army Natick Soldier Center's (NSCs) DOD Combat Feeding Directorate (CFD) is responsible for meeting the unique combat feeding requirements of each Military Service. This includes all efforts — research, development, engineering, integration, and field-testing with War fighters and technical support for the full range of operational rations, field food service equipment and total combat feeding systems. This program is based on a strong partnership with the commercial sector, the Military Services, other government agencies and the Office of the Surgeon General (OTSG).

h. **Quartermaster School (QMS):** JCCoE is physically located within the QMS at Fort Lee, VA. Provide Quartermaster Warriors who are tactically and technically proficient leaders and Soldiers, Marines, Sailors, Airmen, Guardians, DOD civilians, and members of other allied countries; develop and sustain adaptive Quartermaster battlefield functions that are globally executable by the joint war fighter to ensure mission success. By having both training and operational missions, JCCoE fits within the scope of the QMS mission and assists with the food program portion. The JCCoE JCTD performs the joint training mission for the QMS for initial military training/advanced individual training in food service

and the DOO, ACES serves as the Army Food Program representative in the development of Quartermaster functions.

i. **Installation Management Command (IMCOM):** Installation Management Command (IMCOM) - The Army Installation Management Command (IMCOM) has food service personnel authorizations at the headquarters and Region. As part of the Army Campaign Plan (ACP) Decision Point (DP) 91, the HQDA OCS G4 was asked to develop an Installation Logistics concept for the Army. In accordance with DP 91, Installation Logistics Implementation Plan, the HQ and Region Food Program Managers (FPMs) work with installation FPMs to provide in-house garrison dining services to "Subsistence in Kind" (SIK) diners as a shared common task model. For the Army Food Program, this includes ensuring that the facilities, equipment and utilities are available and operational for garrison feeding. It requires IMCOM personnel "championing the issues that emerge during day-to-day operations" and implementing, executing and enforcing Army Food Program standards across the board.

j. **Subsistence Prime Vendors (SPV) :** Subsistence Prime Vendors (SPV) operates under regional contracts with DLA-TS to provide food distribution to Army dining facilities. Food is generally brought to Army dining facilities three times a week; similar to commercial restaurant delivery. The back door delivery provides the products used to feed Soldiers/diners in Army dining facilities around the world and in all environments.

k. **Installation Food Program Manager (FPM):** The FPM is the senior food analyst (military or civilian) to the installation commander and is responsible for the food program on the installation. The FPMs are responsible for directing and managing their installation Food Service Programs to ensure that maximum results are achieved at the least cost to the Government. They write and enforce local policies and procedures, consistent with the DOD, HQDA and Installation Commander's policies. They monitor all dining facility accounts to ensure that they remain within authorized standards, ensure required reviews are conducted and that all dining facilities operate under the regulatory requirements. Additionally, FPMs are responsible to ensure that all data in AFMIS is maintained and updated as necessary, to include vendor items, recipes, menus, catalogs, equipment replacement, BDFA maintenance, and contract management.

Another key function of the FPM is to serve as the chairperson and voting member of the installation Food Service Management Board (FSMB) meeting. As the chairperson of the FSMB, they perform menu reviews, arrange product demonstrations, ingredient cuttings and make final selection for items to be added or deleted to the Prime Vendor catalog.

IMPORTANT NOTE: The FPM is your point of contact on the installation. It is Army policy that Prime vendors, manufacturers, brokers,

or others will not visit dining facilities to seek sales without the express permission of the FPM.

CANDIDATE PRODUCT PROCEDURES

This section describes how products get into the Army Food Program, including products for garrison operations, contingency operations, field feeding and food service equipment. The process can be long, complicated and there are no guarantees that a vendor's products will be ordered; however, we have prepared this guide to make it less complicated, to remove surprises and to ensure that you, the vendor, do no more work than necessary in attempting to sell your products to the Army Food Program.

a. Garrison Item Procedures: Garrison food items, commonly called line item A-rations (or line item "A"s), are those products that are prepared and served in Army garrison dining facilities and in the more stable areas of a contingency operation (see paragraph b). This section describes the procedures to be followed in getting new products into the system for use in Army garrison dining facilities. These procedures come from official Army administrative policy and procedural documents, namely Army Regulation (AR) 30-22, The Army Food Program, and Department of Army Pamphlet (DA Pam) 30-22, Operating Procedures for the Army Food Program.

The Army does not specify items or brand names for individual garrison operations. The reason for this is two-fold. The current philosophy is to power down those decisions to the installation level, allowing them to run the installation programs based upon the local conditions and diner preferences. The other reason for this is that the SPV contracts are regional and encompass all military services. It is more cost effective not to mandate a particular product for the entire Army. For example, if the Army mandates brand A of hot dogs, the Air Force mandates brand B, and the rest of the prime vendor's customers use brand C, then the cost for each will be higher. If the local installation can accept brand C, then the cost of food is lower to the Army due to the vendor's bulk buying power.

The Army does; however, have menu standards that **must** be followed by each installation. These are general food service quality and nutritional standards, for example, offering a certain number of entrée choices per meal or using minimum 90% lean ground beef. These menu standards are in DA PAM 30-22 paragraph 3-70.Reading these menu standards is a good place for potential vendors to start because if the product does not fit within these standards there is no need to go any further. Your product will not be purchased for the Army. The Army also has item description guidelines for meat, poultry, processed fruits and vegetables and seafood items. The buyers guide contains all pertinent information regarding procedures for selection, cataloging and maintenance of subsistence. The buyer's guidelines are too detailed to be

included in this document, but they are available on the JCCoE website. http://www.quartermaster.army.mil/jccoe/OperationsDirectorate/CSPD/CSPDmain.html.

If your product meets Army menu and product standards, you have several options. First, you can get a National Allowance Pricing Agreement (NAPA) number from DLA-TS. A NAPA is an agreement between the manufacturer and DLA-TS that identifies allowances/discounts to a particular product. The prime vendor agrees to bill the government the invoice price minus the NAPA allowance and initiate a bill back to the manufacturer. It must be noted that getting a NAPA number obligates neither the distributor to carry your product nor the Army to purchase your product. It merely provides a catalog stock number and represents a discount to government. You must still sell your product to the installation. A NAPA number; however, provides a unique number for your product only, versus a generic stock number that the prime vendor can fill with any acceptable brand they choose. It bears repeating that having a NAPA number does not obligate the distributor to carry your product nor the Army to purchase your product. See the DLA-TS website, www.dscp.dla.mil for information on the NAPA program.

Second, an alternative to getting a NAPA number is to approach one of the regional prime vendors and attempt to sell your product to them, matching it against a generic stock number on the installation's catalog. These generic stock numbers are known as either National Stock Numbers (NSN) or Local Stock Numbers (LSN). For many items, the local installation specifies only the type, quality and pack size of a product, allowing the prime vendor to provide any brand that fits the description. You can work with the prime vendor to have your product included as a source of supply for that generic NSN or LSN.

A third option exists if you have a new or unique product. You can get a generic NSN or LSN added to the installation's catalog and the SPV's catalog. To do this, you must first get an installation interested in buying your product. It is up to the FPM to submit a request to DLA-TS for a LSN/NSN. This process can take a little while, so if you do have a NAPA number upfront you can save yourself some time. Again, be advised that this NSN/LSN neither obligates the prime vendor to carry your product nor does it automatically obligate the installation to purchase the product. However, from an Army Food Program policy standpoint items should not be cataloged unless there is a serious intent to order them in sufficient quantities to warrant catalog changes.

Be forewarned that it may take several weeks from the time your product is cataloged until you start getting orders, as inventory at the installation and the prime vendor warehouse may need to be consumed first.

NAPA number or not, a product must still be sold at the installation level. A product manufacturer may attempt to sell directly to the installation or they may

schedule a visit to JCCoE, ACES OD, and CSPD. JCCoE, ACES OD, CSPD is not a purchasing entity nor can it direct the purchase of specific items to Army Installation Food Programs. What JCCoE, ACES OD, CSPD can do, however, is provide you with an explanation of the process of doing business with the Army Food Program, including DLA-TSs role, the role of the SPV, product specifications and guidelines, and Army menu standards. JCCoE, ACES OD, CSPD can also conduct a cost/quality/benefit analysis, discuss point of sale material and provide a list of Army installation points of contact. Finally, we here at JCCoE have a policy that we will not meet with independent product brokers, unless accompanied by the manufacturer's representative. JCCoE will deal directly with a representative of the manufacturer who can speak for the company, not a third party broker.

Whether you obtain a NAPA number from DLA-TS and meet with JCCoE, ACES OD, CSPD first or you decide to attempt to sell at the installation first and work backwards to obtain a generic NSN/LSN, the rules for selling products are the same. These rules are contained in AR 30-22 and DA Pam 30-22, which are the primary policy and procedure documents governing the Army Food Program. A copy of "Procedures for Selection, Cataloging, and Maintenance of Subsistence Items" from Appendix I of DA Pam 30-22 is available on the JCCoE website at www.quartermaster.army.mil/jccoe for those wishing to dig a little deeper. It contains the Army's goals and philosophy concerning product additions and substitutions to the catalog.

If you are attempting to sell products to the local installation, the first thing to keep in mind is that you must contact the FPM before showing up at dining facility to meet with the dining facility manager. We encourage demonstrations and training visits for products already carried on the installation catalog and we welcome visits from those who would like to sell new products to the Army, BUT these visits must be coordinated and approved by the FPM. This helps the installation maintain control of its food program and reduces the risk of misguided agreements and false promises that waste everyone's time, effort and money.

The next thing for you to do is to be prepared to answer either one of two questions. If you are selling a new and unique product, ask yourself: ***"What is so special about what I am offering that this installation should purchase my product?"*** If you are selling a product that is intended to replace a competitor's product, ask yourself: ***"What am I offering that would make this installation use my product over my competitors?"*** The answer to both questions may encompass not only the quality and value of the product itself, but also point of sale materials, training, unique uses in recipes, ease of use, labor savings, etc. Be prepared to answer in an overall "best value" context. Simply put, what are the product's features and benefits to the user? Does it meet the nutritional value?

There are two ways when a manufacturer might present their products at an Army installation: ***product demonstrations or comparison cuttings***. Either of these is best suited for presentation at the installation FSMB. The FSMB consists of various voting and non-voting members (depending upon position) who are working in the Installation Food Program. A SPV representative also serves on the board as a non-voting member. The FSMB meets at least once per quarter to address food program issues on the installation, to include additions to and deletions from the installation subsistence catalog. Conducting demonstrations and comparison cuttings at the FSMB reduces the number of times the vendor must show the product and ensures that the key decision makers are present.

The Dining facility has procedures they follow to have new products added to the catalog. When the Installation food program personnel decide they would like a new item that is not currently on their catalog they should contact their installation food program manager.

The FPM will contact the Subsistence Prime Vendor (SPV) supporting that installation to see if the SPV currently stocks this item. If they do not currently stock this item SPV will contact multiple manufactures to include the suggested product vendor to meet requestor needs. Other factors such as food cuttings, product demand, identifying portion size, nutritional factors and cost play an important part if the product is accepted at the installation prior to procurement for the customer.

Product Demonstrations and Comparison Cuttings

Product Demonstrations: Product demonstrations are used primarily to perform one or more of three functions: ***(1) evaluate new products, (2) resolve complaints of products not meeting specifications or quality and (3) provide training on products already cataloged (either newly cataloged items or new uses for currently cataloged items).*** Demonstrations may also be used to train the installation staff in storage, handling and preparation techniques or marketing methods. Additionally, Installation FPMs may schedule demonstrations for the expressed purpose of investigating a specific product, either at their initiative or in response to a sales call from a product manufacturer.

As part of the product demonstration, manufacturer's representatives may bring chefs or marketing personnel to teach food program personnel how to use currently cataloged products more efficiently or how to market the products to their customers more effectively.

Prime vendor representatives are encouraged to participate in and/or coordinate demonstrations; however, this does not prohibit the installation food management staff from requesting demonstrations from companies not currently stocked by the prime vendor.

When scheduling a demonstration, you should be given ample time to provide product information, including: your NAPA, product packaging, shelf-life information, preparation methods, nutrition information, how the product helps managers to meet Army menu standards, cost data and whether or not the product is already carried by the SPV. It is best to decide in advance how much time is needed and ask the FPM for that length of time; however, remember that a FSMB meeting could have a large agenda so you may need to be flexible.

Product sample size should be limited to quantities required to support sampling during the demonstration. If the demonstration is conducted in a dining facility, the sample size shall be limited to a quantity to support ***not more than 100 Soldiers or 50% of the average headcount for that meal, whichever is less.***

Comparison Cuttings: A comparison cutting is used when the installation has an expressed desire to add new or replace existing products to its catalog. Multiple producers may be invited to compare their products and programs. Normally, two to four vendors of a product are invited to compete at cuttings. A comparison cutting provides an excellent forum to investigate which product provides the best value choice. The lowest price, while always considered, does not always mean best value. ***Cuttings are not intended as teaching forums in the manner of demonstrations but are head to head competition for inclusion in the installation subsistence catalog. Comparison cuttings are only recommended for NAPA holders, since a generic NSN/LSN request can be filled by whichever manufacturer the SPV chooses.***

The FPM should invite and coordinate the visit of manufacturer's representatives for the cuttings. This can be accomplished through the installation SPV or directly with the manufacturer's representative. The number of different items evaluated at a cutting must be limited to permit thorough evaluation of each. ***The normal maximum would be to cut three to four items at a single cutting.***

At a cutting, representatives should be given the opportunity to fully discuss their product and program. Ensure that you explain why the installation should use your product. What is the unit or case cost versus product yield and serving cost of your products? What aftermarket or value added services will be available? Will you provide support in the form of training, menu building, recipes and point of sale material?

You may be wondering, ***"How exactly does a cutting work? What are the procedures?"*** We will now answer that question. Keep in mind, however, that these are generic procedures and guidelines for how comparison cuttings are *supposed* to be conducted in the Army Food Program. You may run into

slight variations of the details depending on the local installation FSMB, but these variations should be minimal.

Conduct of a Cutting: During a cutting, the manufacturer's representatives prepare their own products for display and evaluation and place them in plain, unmarked containers. The containers are then placed on a serving line or table. Someone on the food management staff will label each product with either an alpha ("a", "b", "c" etc) or numeric ("1", "2", "3", etc) code prior to having the voting members of the food management board enter the evaluation area.

The actual evaluation should be supervised by the FPM. Evaluations will be done by voting FSMB members first; non-voting attendees must wait until testing by voting members is completed. Manufacturer or prime vendor representatives are **NOT** allowed in the room during voting members' evaluation of products, so don't be offended when the FPM asks you to leave the room.

Each voting member will use the Subsistence Item Evaluation Form (Figure 3) to evaluate each competing product. While this form is not fancy, it does allow for tabulation and scoring for each product. Each member must taste and evaluate each competing product and score it. A member of the food management staff, designated by the FPM, will control and tabulate all completed evaluation forms. There must be one completed form for each product from each voting member. The data will be analyzed by the FSMB, who will render a decision on which product is the best value to the installation based on cost, yield, acceptability and value added services. If these factors yield overall values that are extremely close, it is likely that the board will choose a product that the local prime vendor already carries, if such a product exists.

You will be notified as to whether your product is to be cataloged or not. It is understood in business that we cannot and should not place every product shown on our catalogs. It may be that more than one product is selected; alternatively, if none of the items meets the expectations or requirements indicated then none will be selected. ***The burden of selection falls to the FSMB and is not left to prime vendors.***

If your product was selected, congratulations; but do not assume that you will automatically receive sales right away. There is a lag time between the cataloging and the depletion of current stocks. If multiple similar items are cataloged you may still need to request a product demonstration to ensure that the dining facility managers are aware of your product and its benefits. Otherwise, it may end up sitting on the catalog unordered even though the product was approved at the cutting. A good post-cataloging demonstration would show the superiority of the product over other similar products, provide recipes and innovative ways to use the product (e.g. multiple day parts), and discuss marketing methods and point-of-sale (POS) materials.

EVALUATION FORM

For use of this form, see DA PAM 30-22; the proponent agency is DCS, G4.

PRODUCT NAME	PRODUCT NUMBER/LETTER

	UNACCEPTABLE		NEUTRAL		GREAT	
	1	2	3	4	5	6
APPEARANCE	☐	☐	☐	☐	☐	☐
AROMA	☐	☐	☐	☐	☐	☐
FLAVOR	☐	☐	☐	☐	☐	☐
TEXTURE	☐	☐	☐	☐	☐	☐
OVERALL ACCEPTABILITY	☐	☐	☐	☐	☐	☐

COMMENTS

DA FORM 7456, JUL 2002 USAPA V1.00

Figure 3. Evaluation Form

KEY POINT: ***<u>The NSN/NAPA number must be tied to the recipe or to a standard operating procedure (SOP) for preparation of the product and consistent ordering.</u>*** This step must be completed by the FPM once the product is in inventory at the SPVs warehouse. As the product is used by the dining facility, replenishment product will be ordered against the stock number on the recipe/SOP.

In addition to a product demonstration, you should follow up with the prime vendor to make sure your product is being moved through the SPV warehouse. Consider following up with the dining facility managers (after coordinating with the FPM) on an installation to ensure that not only is your product on the catalog, but that they are ordering and receiving it.

<u>JCCoE is available to assist with the process described in this section. However, remember JCCoE is not a purchasing agency nor do we mandate particular product brands for the Army.</u>

b. Contingency Operations (CONOPS) Menu procedures: The previous section described candidate product procedures for selling to the Army, both within the continental United States (CONUS) and outside the continental United States (OCONUS). Those procedures were for peace time feeding in Army dining facilities in established locations, such as the United States, Europe and Korea. The procedures for selling food to the Army during overseas military operations (but not field feeding) are similar to the previous section; however for this category, JCCoE, ACES OD, maintains more control. There are several reasons for this, but primarily it comes down to two:

(1) It is not advisable to have multiple vendors flying to war zones to conduct product demonstrations and cuttings. Not only is it dangerous and expensive, the Army food personnel working in that area are very busy and may not have time for these cuttings and demonstrations.

(2) Due to the length of the supply pipeline and the logistical difficulties in getting product to the CONOPS areas, it is necessary to reduce the volatility of the catalog. By controlling additions, deletions and substitutions at a higher level and by locking in products for longer timeframes, JCCoE can help stabilize the logistical pipeline.

Army units fed in CONOPS areas follow the DA CONOPS Menu and the UGR-A Supplemental Menu (see section c). As the DCS G-4 Executive Agent for the Army Food Program, JCCoE, ACES OD developed these menus and maintains the CONOPS menu product catalog. JCCoE, ACES OD has directed that the current CONOPS area run like an installation FSMB, where each major subordinate command has a vote in product decisions. The US Army Central Command (ARCENT) Food Advisor performs the role of the food program

manager and approval for any item on the Menu and catalog come from the FSMB. ACES OD will validate all changes and coordinate the results of these recommendations to DLA-TS for notification of supporting SPVs. The ARCENT FSMB makes decisions regarding menu and catalog additions and deletions, but ACES OD and the ARCENT food advisor determine which products are shown and voted on in support of the FSMB recommendations. **In addition, ACES OD reserves the right to veto FSMB decisions or by-pass the FSMB process when extenuating circumstances warrant such actions.**

Some items on the catalog are brand specified and listed by NAPA number; meaning that the prime vendor must carry that specific brand name product. Other items are listed only by generic NSN and product specifications. These products can be provided by whichever Veterinary approved source the Prime Vendor chooses to use. Finally, some items are source verified, meaning that there are one or more pre-evaluated brands that may be used to supply this item. These items are ordered using an E95 number, which may have several manufacturers NAPA numbers associated with it. This allows our ordering system to use one number (the E95 number) to order products while allowing the prime vendors to fulfill the order using the NAPA from one of the verified sources. The prime vendor can order from any of the verified sources but cannot order from other sources. In order for a generic number to be given, the items must match item description and pack size ***exactly***. In cases where the products do not match item description and pack size exactly, two products may be source verified, but one will be primary and one will be secondary, meaning that the secondary product may be used only in the event that the primary source is unable to meet the demand. Items listed under an E95 number may also be listed as primary and secondary but this is rare.

Manufacturer Pricing Agreement (MPAs)- are agreements between DLA Troop Support and suppliers to set pricing for products purchased by OCONUS Subsistence Prime Vendors (SPV)

- Fresh Fruits & Vegetables (FF&V) and Local Market Ready (LMR) items are excluded

- MPA prices are determined fair and reasonable up-front, thereby reducing the workload and administrative effort associated with weekly/monthly price reviews; therefore MPAs provide efficiencies as well as the appropriate transparency while insuring suppliers that their pricing is represented accurately.

  - One price negotiated for all OCONUS SPV contracts
  - MPAs do not guarantee any business
  - There are multiple MPAs for the same and similar items

- MPA pricing is FOB Origin at manufacturer facility or FOB Destination if manufacturer only offers nationally delivered pricing.

- MPA program does not apply to CONUS SPV

MPA PROCESS

  - Fill out a draft MPA agreement form available at the link below;
  - Submit to DLA Troop Support
  - Once signed by DLA Troop Support the MPA is effective the next month
  - Pricing can be changed as often as monthly

FOR INFORMATION AND OR TO APPLY

- For further information or to submit an MPA application/agreement contact

  - Mr. John Steenberge at DLA Troop Support at John.Steenberge@dla.mil or 215-737-7445

    or use the following link –

    https://www.troopsupport.dla.mil/subs/support/mpa/index.asp

The procedures contained in paragraph a. are generally followed by the ARCENT FSMB when conducting product demonstrations and comparison cuttings, with one key difference: Vendors are not present. If approved by JCCoE, ACES OD and the ARCENT Food Advisor, your product and information will be sent to supported area to be reviewed by the quarterly ARCENT FSMB. The products will be prepared for evaluation locally, using the preparation instructions you provide. You may be concerned about not being able to prepare your own product for the cutting, but this method allows us to better see the product as our diners will, since you will not be there to cook the item at every meal. Your best bet is to have clear and simple preparation instructions in or on your case.

There are several factors besides price, quality and nutritional value that determine whether an item will be specified by brand name or whether a generic item specification will be given to the Prime Vendor. Some of these factors include source approval, uniqueness of a product, and front of the house use, Soldier brand name recognition, and POS support.

Usually, a product that wins the cutting at the ARCENT FSMB will end up on the catalog; however, there is one more hurdle. JCCoE, ACES OD manages the total number of line items on the catalog used to support the

CONOPS menu. Sometimes, a new product will be shown that has no direct competitor. You may be trying to sell a new menu item, for which there is no comparable product on the catalog. In cases such as this, the FSMB must usually decide to replace a menu item, because ACES OD will not typically allow a line item to be added to the catalog without another one coming off. For example, the ARCENT FSMB might be looking at fish nuggets, and your fish nuggets might have won the cutting, but if the FSMB is not willing to remove some other item like chicken nuggets or fish sticks, then fish nuggets will not be added. A true cutting for the CONOPS menu, therefore, involves three separate decisions: do we want to add this *item, who* do we want to provide it to us, and *what* current catalog item will be coming off to make room for it? The below figures (4-6) provide an overview and sample product introduction to the CONOPS menu process.

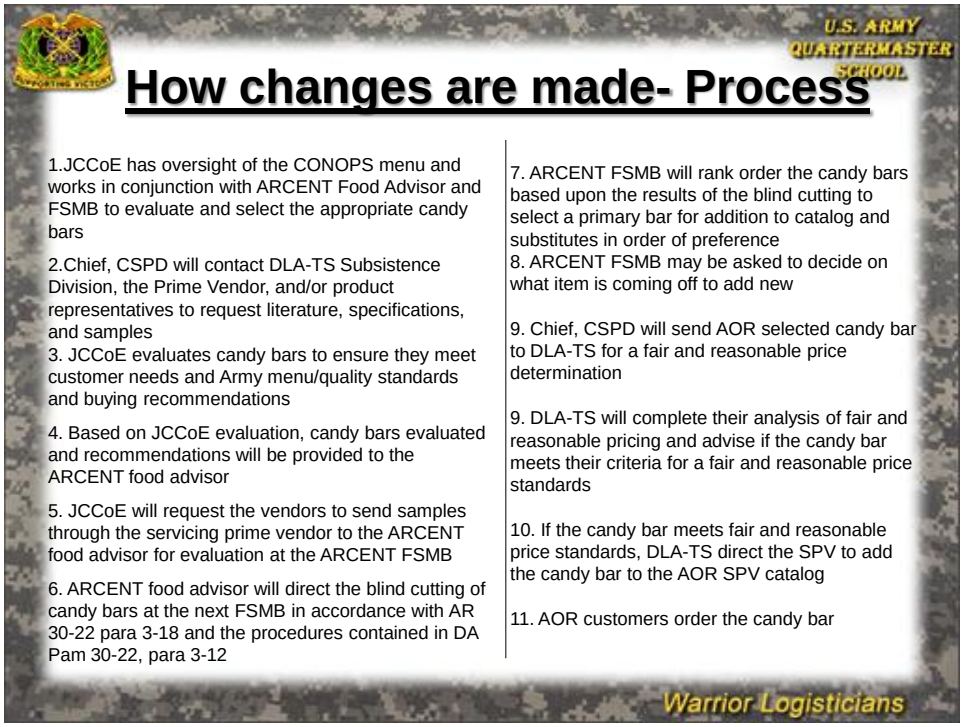

Figure 4-How Changes are made-Process.

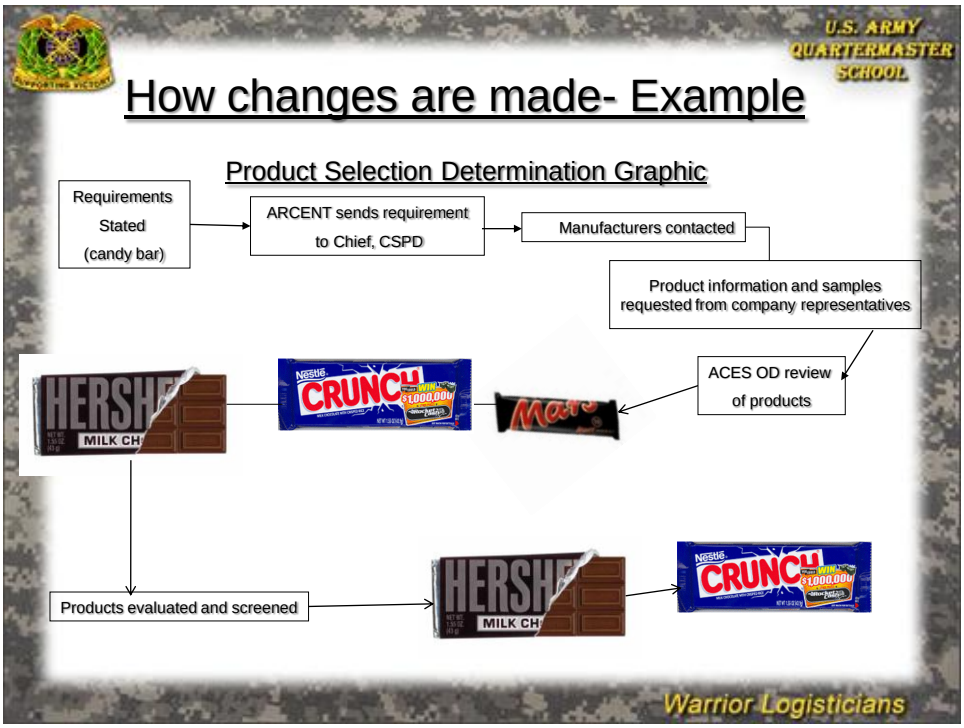

Figure 5-New CONOPS Item Introduction Process.

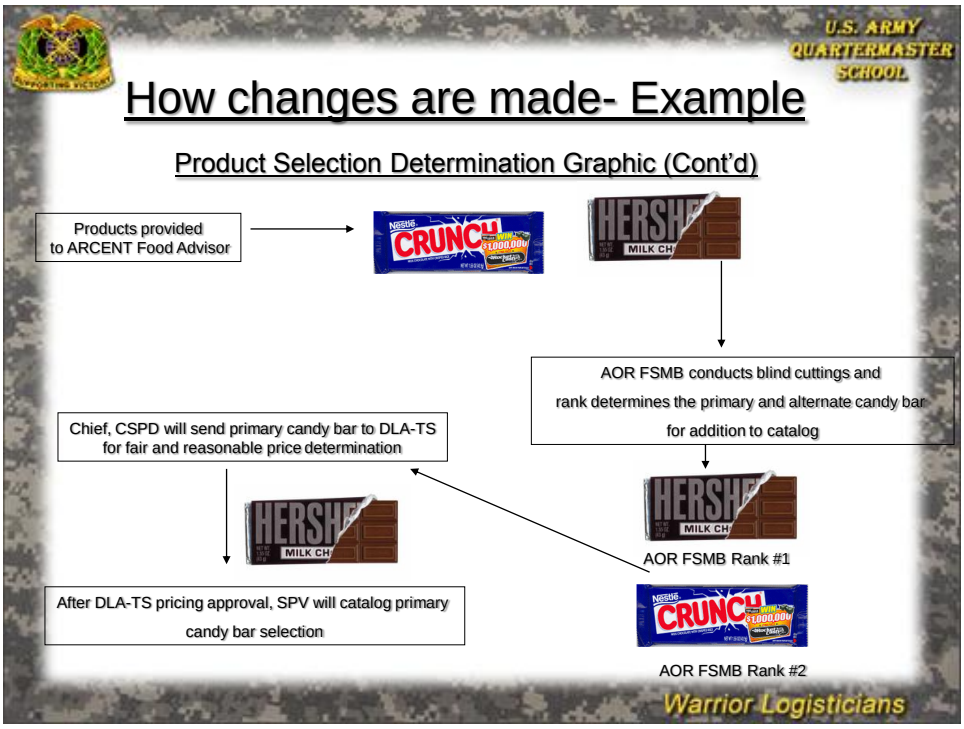

Figure 6- New CONOPS Item Introduction Process

c. Operational Rations Procedures: When doing business in the Army Food Program involving the operational rations, a centralized sourcing program is

defined. Like the three primary branches of government (judicial, legislative and executive), there are three organizations that you will be involved with. In this example, judicial review of food products to be introduced to the program is accomplished by the JCCoE, ACES OD, and QUAD. This process is initiated by the completion of a New Item Introduction Form (Figure 7). After the review of forms and samples by ACES OD, QUAD, products that meet the evaluation criteria are recommended to the US Army Research and Development Command (Natick Soldier Center). Natick will conduct a more detailed review and may initiate field testing for final acceptance. All items receiving a high acceptability rating will be submitted for approval. Upon approval, ration menus will be built using the new items. These ration menus are then submitted to the Office of The Surgeon General (OTSG) for nutritional approval. When products meet final acceptance, Natick documents a product description, any specific requirements, and a menu cycle; and passes the requirement to the DLA-T S for cataloging and procurement. For new products, USDA and Army Veterinary Command inspections must take place prior to release to the field.

Date Received _____
JCCoE, ACES OD LOG-IN #: _____

UGR·A NEW ITEM INTRODUCTION FORM
(NOTE: Pages 1 and 2 must be completed)

MENU INFORMATION: Menu # _____ (Table I required if submitting entire new menu)
Item being replaced: _____

VENDOR INFORMATION:
UGR-A Contractor: _____ Contract # _____
Manufacturer Name/Address:
_____
_____
USDA EST # (if applicable) _____
VETCOM Approved Source dated: _____ Page # _____
VETCOM #:_____ IRC #: _____
Is a DLA-TS NSN/LSN assigned to this item? If so, Please provide. _____

PRODUCT INFORMATION:
Description (Brief description of the product)_____
_____
Brand Name of Product: _____

Check One: _____ Semi-Perishable _____ Frozen

Check One: ___Battered ___Cut ___Breaded ___Chopped

___Marinated ___Diced ___Seasoned ___Shredded ___Sliced

Variety/Color/Flavor: _____

MEAT ITEMS:
NAMP/IMPS # _____ Weight Range: _____ Product Grade: _____
How Packaged: _____ Bulk _____Individually Wrapped Portions
Container Material: _____ Container Size: _____ Unit of Issue: _____

Figure 7. UGR-A New Item Introduction Form

Date Received _____
JCCoE, ACES OD LOG-IN #: _____

UGR·A NEW ITEM INTRODUCTION FORM
PAGE 2 OF 2

PRODUCT INFORMATION (CON'D):

SHELF LIFE: _____

INGREDIENT STATEMENT: _____
_____

PREPARATION INSTRUCTIONS: _____
_____

NUTRITIONAL INFORMATION: _____
_____
_____

UNIT PRICE $ _____ CASE PRICE $ _____ COST TO MODULE $ _____

BENEFIT ANALYSIS (e.g. Reduced Cost to module/improved quality/menu improvement) Please explain:
_____
_____
_____
_____
_____
_____

POINT OF CONTACT:

Joint Culinary Center of Excellence
Army Center of Excellence, Subsistence Operations Directorate
Quality Assurance Division
1801 A Avenue, ATSM-CES-QA
Fort Lee, Virginia 23801–1601

NATICK:

The following must be completed when you are required to furnish samples to NATICK for evaluation:

ITEM LOT CODE # _____ _____ OF SAMPLES PROVIDED FOR EVALUATION

Figure 7a. UGR-A New Item Introduction Form (Cont'd)

The menu cycle is referred to as Table One and the descriptions are listed on Table Two. Samples of these two tables are contained in Figures 9 and 10, respectively. The complete tables may be found at the following websites:

http://www.dscp.dla.mil/subs/rations/programs/ugr/uaabt.asp#menu (Table One)
http://www.dscp.dla.mil/subs/rations/programs/ugr/uaabt.asp#menu (Table Two)

SPM300-04-D-Z_____P_____ UGR-A 11 Page_____of_____

EFFECTIVE 1 OCT 2010

Contractor:_____

UGR-A '11 TABLE I

LUNCH/DINNER MENU 1-FRIED CHICKEN

Menu Item	Required Servings and Size		Food/Ingredients/Supplies	Brand	Warranted Shelf Life (mos).	Issue/ 50 Ind.	Container Size
FROZEN/PERISHABLE BOX - 8970-01-525-6813							
FRIED CHICKEN	*50*	*2 pieces*	*Fried Chicken, Fully Cooked, Frozen*				
SEASONED COLLARD GREENS	*50*	*3/4 cup*	*Collard Greeens,Seasoned, Frozen, Fully Cooked, Boil-in-Bag*				
APPLE TAQUITO	*48*	*1 each, 3.0 oz*	*Taquito, Apple, Frozen, Fully Cooked*				
BOX 1 - 8970-01-525-6783							
OATMEAL RAISIN COOKIE	50	1 each	Cookies, Oatmeal Raisin, Bite size				
HOT SAUCE	4	.75 oz bottle	Hot Sauce				
	1	1.65 oz	Salt				
	1	.70 oz	Pepper				
	1	2 oz	Butter Granules				
	75		Paper Cups, 8 oz				
	1	10 CT	Gloves				
BOX 2							
LEMON LIME CARBOHYDRATE ELECTROLYTE BEVERAGE	100	7.5 oz	Beverage Powder, Carbohydrate Electrolyte, Lemon Lime				
SUGAR FREE WHITE BLUEBERRY TEA	20	1 each	Powdered Beverage, White Tea with Blueberry, with non nutritive sweetener				
	1	.75 oz	Seasoning, Vegetable				
HERB & BUTTER MASHED	50	½ cup	Potatoes, Herb & Butter, instant				
COUNTRY GRAVY	50	1/4 cup	Gravy Mix, Instant, Country with Black Pepper				
CHOCOLATE PUDDING	48	1 each, 3.5 oz fill	Pudding, Chocolate, Individual Cups				
PEANUT BUTTER & GRAPE JELLY	12	1.12 oz pb pch 1 oz jelly pch	Peanut Butter and Grape Jelly Twin Packs				
COFFEE	30	6 oz	Coffee, Filter Bag, Arabica				
CREAMERS	12	3 gm pkt	Creamers, Nondairy				
ALL PURPOSE SAUCE	50	19 gm pouch	Sauce, All Purpose				
	50		Tray, 5-Compartment, Paper				
	50		Dining Packets, Napkin, Knife, Fork, Spoon, Salt/Pepper, Sugar (2)				
	4		Trash Bags, clear				

Note 1: Product shall be no older than 90 days from date of manufacture at time of assembly

Figure 8. Sample of UGR-A Table 1

In the eight columns of a menu, Natick legislates the first four columns to address the menu requirements and the contracted Prime Vendor Assembler selects the final four columns to meet the requirement. Once a product description is listed on Table Two, a New Source Introduction Form (Figure 10) can be used to initiate competition by comparative products. The process for the New Source Form is a reverse path of the New Item Introduction Form.

Note: Expect long lead times (18 – 24 months) from introduction to acceptance of products. Products may be introduced at any time, but an example timeline is as follows:

1. **Introduction of Products** – January through December (June cutoff for same year of field test).

2. **Field Testing** – August/September annually (depending on field unit availability).

3. **Acceptance of Recommended Menus** – January/February of the following year.

4. **Procurement of Approved Menus** – September/October of the following year.

Note: All new menu items must be available for implementation not later than October 1st of each year.

While the preceding figures and paragraphs dealt with UGR-A rations, the process is basically the same for all operational rations (MRE, UGR-H&S, and so forth) and HCP items. If you have a product that you feel will benefit the Army in one of the areas, please reference the flowcharts in Figure 11 & 12.

UGR-A 11 Table II

NOTE: Where a brand name is shown in the item description, products must be equal to or better than the sali characteristics of that brand name item. Also, all products must meet Table I requirements for serving sizes. Siz are minimums.

For Meat Items, no soy, filler, or added water is permitted unless otherwise specified. All Meat Items spec NAMP number must have COC verification. Assemblers must have COC documentation on file.
All Portion Control condiments must be packaged in a pouch. Portion control cups are not permitted.

LSN:	MENU COMPONENTS/ ITEM DESCRIPTION (STANDARD) FROZEN MEAT, POULTRY, FISH & EGGS ALL ITEMS ARE REQUIRED FROM AN APPROVED SOURCE
8905-01-E10-1998	BACON, CHIPOTLE FLAVORED, FRZN, Fully cooked, 2 lbs. per 100 slices. NAMP 540. (Armour/Eckrich)
8940-01-E10-1659	BEEF, BEEF AND VEGETABLES, FULLY COOKED, FRZN, separate Boil-in-Bags for beef, sauce, and IQF vegetables, Grade A (Blend Contains broccoli florets, sugar snap peas, and carrot sticks) Heat treated Flank Steak (NAMP # 193) Beef Slices Minimum Avg. raw weight 0.5 oz. verified by COC. Combined products contain not less than 30 % cooked beef, 38.5% vegetables and 30% sauce. Contains minimum. 3 oz. beef per Table I serving. (Sunrise Foods, UPC 38-1090)
8940-01-E10-1918	BEEF, BREAKFAST SKILLET, FULLY COOKED, FRZN, Boil-in-Bag, Ground Beef (78% lean) in a biscuit gravy with potatoes and a vegetable blend of jalapenos, green chiles and tomatillos. COC required verifying % lean beef. Contains not less than 16% beef, Sauce shall contain not less than 21% natural cheddar cheese. COC required to verify % of ingredients (beef, vegetables and cheese) (JTM Food Group, Item # 46160) **Cheese required from an Approved Source**
8940-01-E10-1661	BEEF, BRISKET, FULLY COOKED, FRZN, Boil-in-Bag, naturally smoked, in barbeque sauce. Contains not less than 80 % cooked beef and 20% sauce. Deckle-Off derived from NAMP # 120. 3/16" slice thickness. (Quantum, UPC 1766)
8905-01-E10-1553	BEEF, FRANK, 5X1, 7 ", FULLY COOKED, FRZN, Vacuum packed, NAMP 800D Contains 2% or less of Salt, Flavoring, Potassium Lactate, Sodium Lactate, Sodium Phosphates, Sodium Diacetate, Sodium Erythorbate, Sodium Nitrite, Extract of Paprika. (John Morrell, Black Label Gourmet, UPC 70100-02752)
8940-01-E10-1920	BEEF, MEATLOAF PORTIONS, FULLY COOKED, FRZN, Boil-in-Bag derived from 80% lean 100% ground Beef, NAMP 136, Portions seared in trans-fat free oil, meatloaf cooked in sauce, Combined portion contains not less than 8 oz. Meatloaf, plus not less than 4 oz. tomato based sauce, No More than 4% filler, No Soy added, No BHT/BHA or TBHQ added, COC required to verify % filler, (Quantum UPC 1532) **Egg ingredients must be from an Approved Source**
8940-01-E10-1612	BEEF, RANCHERO, FULLY COOKED FRZN, Boil-in-Bag. Derived from NAMP 115, Beef Chuck Boneless. Contains not less than 42% Beef. Blend of cooked beef strips in a slightly spicy tomato based sauce w/ chopped green chili peppers. (MissaBay, UPC 1420)
8905-01-E10-1808	BEEF, RIB EYE ROLL for PRIME RIB, FULLY COOKED, FRZN, Boil-in-Bag NAMP 112, Average 3-5 whole rolls per case, BNLS, 1% topical rub, 10% marination, vacuum packed, Minimum 50 servings per case. (Quantum, UPC 1060)
8905-01-E10-2000	BEEF PATTIES, FULLY COOKED, FRZN, all beef, natural shape hamburger, product derived from 85% lean (raw), flame broiled, 3.5 to 4.0 oz. each, not less than

Figure 9. Sample of UGR-A 11 Table II- Table II is the listing of currently approved items in the UGR-A program. Companies with items that meets the Table II description are candidates for the New Source process.

Date Received _____
DLA-TS LOG IN #: _____

UGR·A NEW SOURCE INTRODUCTION FORM
(NOTE: Pages 1 and 2 must be completed)

MENU INFORMATION: Menu # _____ (Table I required if submitting entire new menu)
Item being replaced: _____

VENDOR INFORMATION:
UGR-A Contractor: _____ Contract # _____
Manufacturer Name/Address:
_____
_____
_____
USDA EST # (if applicable)
_____
VETCOM Approved Source dated: _____ Page # _____
VETCOM #**:** _____ IRC #**:** _____
Is a DLA-TS NSN/LSN assigned to this item? If so, Please provide.
_____

PRODUCT INFORMATION:
Description (Brief description of the product)_____
_____
_____
Brand Name of Product:
_____

Check One: _____ Semi-Perishable _____ Frozen

Check One: ___Battered ___Cut ___Breaded ___Chopped

___Marinated ___Diced ___Seasoned ___Shredded ___Sliced

Variety/Color/Flavor:
_____

Figure 10. Sample of UGR-A New Source Introduction Form

DLA-TS Register #: _____

UGR·A NEW SOURCE INTRODUCTION FORM
PAGE 2 OF 2

PRODUCT INFORMATION (CON'D):

SHELF LIFE: _____

INGREDIENT STATEMENT: _____
_____

PREPARATION INSTRUCTIONS: _____
_____

NUTRITIONAL INFORMATION: _____
_____

UNIT PRICE $ _____ CASE PRICE $ _____ COST TO MODULE $ _____

BENEFIT ANALYSIS (e.g. Reduced Cost to module/improved quality/menu improvement) Please explain:
_____
_____
_____

POINT OF CONTACT:
The POC for all literature, the information contained herein and product samples if deemed necessary can be contacted at the number below. If samples are necessary, a one-time fee of $900.00 may be charged. To submit forms, please contact:

Quality Assurance Specialist
DLA-TS-FTRE
700 Robbins Ave., Philadelphia, PA 19111
Telephone: 215-737-7802
FAX: 215-737-2988

NATICK:

The following must be completed when you are required to furnish samples to NATICK for evaluation:

ITEM LOT CODE # _____ _____ OF SAMPLES PROVIDED FOR EVALUATION

Figure 10a. Sample of UGR-A New Source Introduction Form (Cont'd)

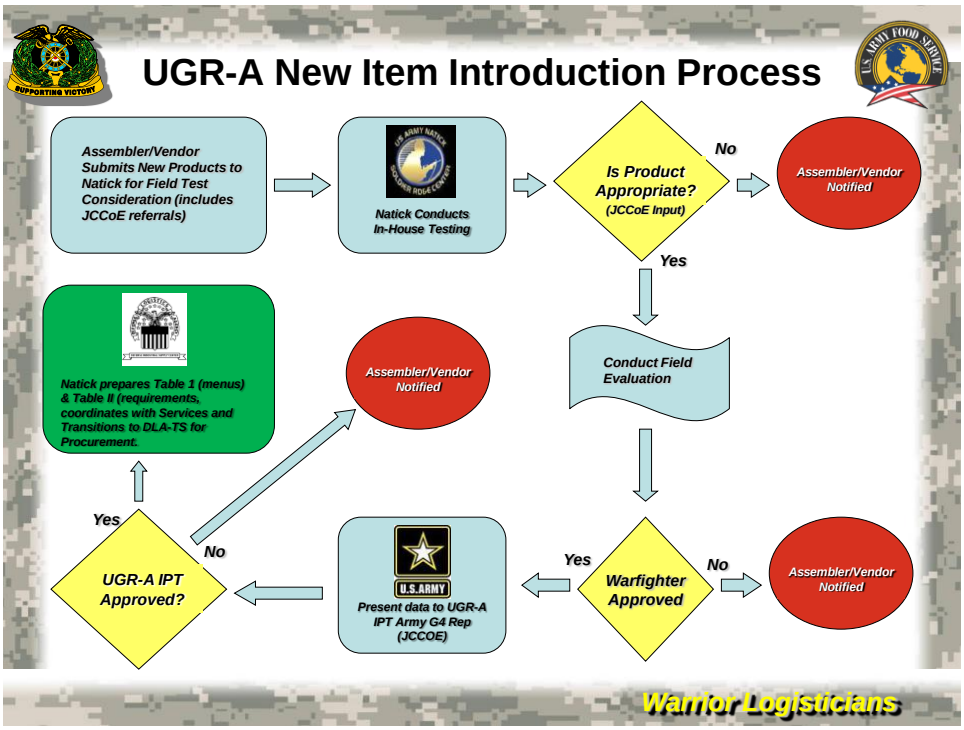

Figure 11. Flowchart of New Item Introduction Process

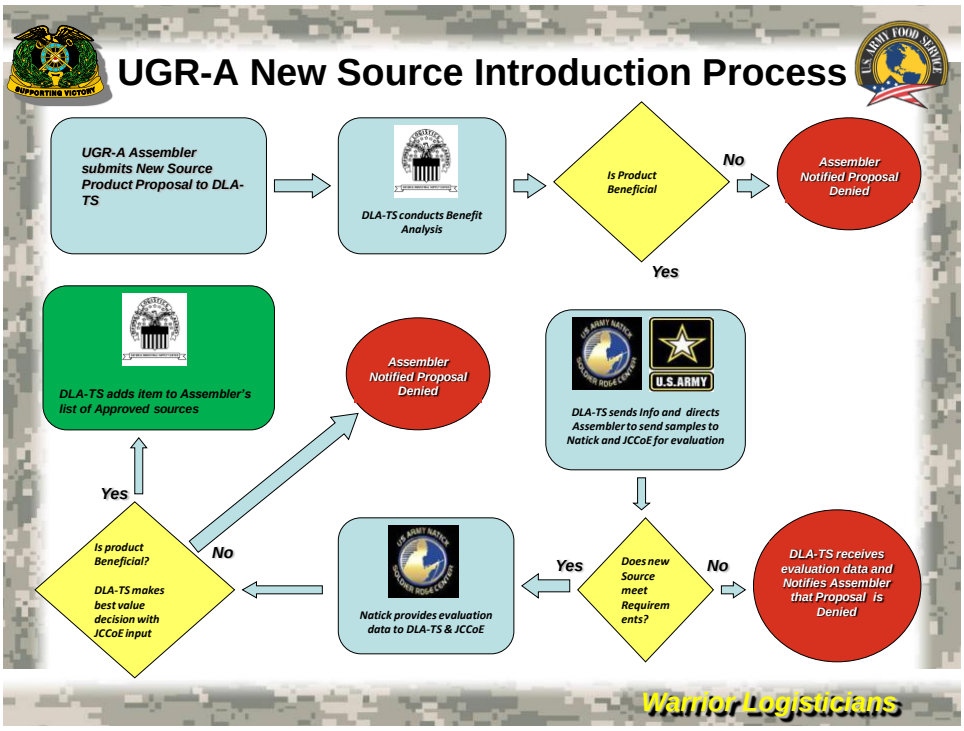

Figure 12. Flowchart of New Source Introduction Process

d**. Equipment Procedures**-ACES OD, FED has several missions and one of them is to develop specifications of dining facility equipment for newly constructed dining facilities and renovation. This puts ACES OD, FED in a close working relationship with commercial businesses. FED believes that the opportunity to work with the federal government and the chance to provide top notch food service equipment to Soldiers can be extremely rewarding for vendors. FED offers recommendations and specifications to installations on a case-by-case basis. Vendors interested in promoting their products are encouraged to contact FED for a product demonstration. Additionally, vendors are encouraged to coordinate product demonstrations with Installation FPMs.

Installation FPMs are authorized to procure equipment locally. The local purchase method of supply is set aside for special and unique equipment purchases. For the most part, only small, inexpensive (Government Purchase Card (GPC) authorization limits), portable type equipment items are purchased locally. FPMs must coordinate with their installation contracting office.

Army garrison food service equipment is generally obtained through the Defense Logistics Agency Troop Support (DLA-TS) supply system. DLA-TS uses long-term indefinite delivery contracts to acquire food service equipment for the Army. To obtain information concerning the long term delivery contracts, contact DLA-TS or visit their website at www.dscp.dla.mil.

Another available source for obtaining food service equipment is the General Services Administration (GSA) Schedules. GSA has established long term government wide contracts with commercial firms for millions of commercial supplies and services that can be ordered directly from GSA Schedule Contractors. GSA Schedules offer customers direct delivery of equipment at a discounted price. To become a GSA Schedule Contractor, a vender must first submit an offering in response to the applicable GSA Schedule solicitation. Information on GSA Schedule solicitations can be found on the GSA website: www.gsa.gov.

ACES OD, FED routinely recommends and/or specifies food service equipment to users for both garrison and field operating environments. Most of our recommendations come from numerous years of experience and past usage of equipment. Also, we solicit feedback from army wide users at the installation dining facilities. ACES OD, FED is not partial to any particular vendor. FED promotes many products equally and fairly based on function and performance and is always on the lookout for new, better and exciting food service equipment items. FED is interested in the latest food service equipment. If you are interested in showing or testing a piece of equipment for future use in Army dining facilities, please visit the JCCoE website at

www.quartermaster.army.mil/jccoe or see the contact information at the end of this booklet.

FED is the main point of contact for providing funds for décor packages for newly constructed dining facilities. The installation food program management staff recommends a décor package and color scheme that they deem appealing. If they are at a loss for ideas, FED in cooperation with Army COE, can recommend a vendor and color scheme that would accommodate the facility. The only stipulation placed on the décor package is that it must be in accordance with the design specifications and must be of a nature that would rival that of a commercial eating establishment. If you are a vendor with dynamic décor products that could benefit the Army, JCCoE, ACES OD, FED would love to hear from you. Please visit the JCCoE website for more information.

OTHER PERTINENT INFORMATION

This section provides some miscellaneous information that is good to know and may affect your ability to sell food products to the Army. The affect that this information has on you depends upon what products you are trying to sell, where you procure your raw materials and where you process these products.

a. **Berry Amendment**- The Berry Amendment is also known as 10 U.S.C. Chapter 148, Section 2533a, Requirement to Buy Certain Articles from American Sources; Exceptions.

The Berry Amendment dictates that procurements of "food, clothing, tents, tarpaulins, covers, cotton and other natural fiber products, woven silk or woven silk blends, spun silk yarn for cartridge cloth, synthetic fabric or coated synthetic fabric, canvas products, or wool...or specialty metals including stainless steel flatware, or hand measuring tools..." must be "grown, reprocessed, reused, or produced in the United States or its possessions"[11].

The implication of the Berry Amendment for food purchases is that the Army can only purchase food items that were either grown or reprocessed in the United States or its territories. *This amendment places some limits on the choice of potential vendors and food products, but it must be followed. You may be the world's foremost vendor of Brazilian beef or Vietnamese shrimp, but we cannot buy these products.*

There are EXCEPTIONS to the Berry Amendment for certain items that are generally not produced in the United States, such as *coffee and many spices*, but as a general rule food products must be produced or processed in the United States. ***Seafood is more restrictive. It must be taken from the sea in U.S. flagged vessels or caught in U.S. waters AND be processed in the U.S. or on a U.S. flagged vessel.*** There are also exceptions to the Berry Amendment

for the CONOPS Menu; however, Berry compliant items are given strong preference.

DLA-TS and any of the contracted SPVs can provide specific guidance on Berry Amendment compliance.

b. **Federal Procurement List (FPL)-** The Committee for Purchase from People Who Are Blind or Severely Disabled (The Committee) is comprised of individuals who are appointed by the President. The Committee is responsible for administering the Javits-Wagner-O'Day Program (JWOD). This law which was first enacted in 1938 and later revised in 1971 gives authority to the Committee to determine which products and services should be purchased by the Federal Government, determines fair market prices for those products and services and establishes the rules to administer the Program.

The Committee has designated two central non-profit agencies National Industries for the Blind**,** Inc. (NIB) and NISH**,** Inc. to facilitate the distribution of orders among nonprofit agencies participating in the JWOD Program. The Program is established by the JWOD Act, with implementing guidance in the Code of Federal Regulations (41 CFR Chapter 51) and the Federal Acquisition Regulations (FAR Subpart 8.7). The Advocacy and Resources Corp. dba, Arc-diversified of Cookeville, TN, is a participant of the JWOD Program, and has food items on The Federal Procurement List. Once a product appears on the Federal Procurement List the law mandates that it must be purchased by the federal procurement agency or it's Prime Vendor. The current Federal Procurement List is posted on the following website www.jwod.gov.

On the food side, there are a few items on the FPL that if purchased for the Army Food Program must be purchased from these companies. If you sell a food item that is on that list, your brand will not be cataloged or purchased by the Army.

Preferential purchasing requirements for JWOD companies (also known as Ability One) also apply to food service operating supplies, such as paper napkins, disposable flatware, cleaning supplies, paper towels, trash bags and janitorial supplies. Other commercial sources may only be used when JWOD sources either do not make the product or cannot provide it in a timely manner.

SUMMARY

As you have most undoubtedly observed, selling food and food service equipment to the Army can be a complicated process. There are many people, organizations, rules, and regulations that influence the buying decisions. Furthermore, there are many echelons of authority, each with their own unique standards and responsibilities. These complex and varying factors can increase the time, effort and risk involved in selling to the Army.

Having said all of the above, we here at JCCoE still believe that selling to the Army is a worthy endeavor and a great business opportunity; that is why we have attempted to dispel some myths and smooth some bumps in the road by writing this guide. We hope that it will be useful.

In closing, JCCoE wants to take the opportunity to personally thank you for your interest in the Army Food Program. We are proud that there are so many companies desiring to partner with us in doing our very best to support Soldiers around the world with the best Army dining experience possible.

REFERENCES

1. Army Center of Excellence, Subsistence Charter, Short Version

2. US Code Title 10, Sub-Title B, Part IV, Chapter 435, Section 4561

3. DODD 5101.10, Sep. 27, 2004

4. Natick Pam 30-25, Operational Rations of the Department of Defense, 8th edition, April 2010

5. U.S. Army Quartermaster School website, www.quartermaster.army.mil

6. United States Army Installation Management Command website, http://www.ima.army.mil/demo/sites/local/

7. Doing Business with Subsistence/Food Service, DLA-TS, July 2004

8. 10 U.S.C. Ch.148, Sec. 2533a, Requirement to Buy Certain Articles from American Sources; Exceptions

Appendix A
Army Menu Standards - (Copied from DA Pamphlet 30-22)

a. Menu planning. The FPM, food advisor, and food operations sergeant will ensure that each meal produced (breakfast, lunch, dinner, midnight, brunch, and supper) meets the following guidelines as a minimum standard (for dining facilities operating under ARCS).

(1) Breakfast meal requirements include providing patrons choices from——

(a) Two 100 percent juice choices; orange juice and another juice high in vitamin C.

(b) Two choices of fresh fruit. Bananas will be offered daily, when available.

(c) One choice cooked cereal.

(d) Choice of six whole grain, ready-to-eat cold cereals, three of which must be without sugar coating; two must be 100 percent folate fortified (400 MCG per serving). Bulk dispensing of the two highest volume cereals is mandatory.

(e) Eggs to order including assorted omelets. When customer demand warrants, cholesterol-free eggs may be offered.

(f) One grilled specialty item (that is griddlecakes, french toast, or waffles, with syrup).

(g) Three breakfast meats. Bacon and creamed beef will be served daily, and one additional breakfast meat, rotated daily.

(h) One potato choice. An additional starch selection may be provided to support customer demand.

(i) Three bread types will be available for toast. In addition, at least one of these three: biscuits, bagels, or English muffins.

(j) One breakfast pastry, consisting of a raised or cake doughnut, a sweet muffin, a sweet roll, or a pastry/danish item.

(k) Margarine or butter pats, choice of two or more spreads, plus jam or jelly.

(l) Two flavors of individual or bulk low-fat yogurts.

(m) Standard beverage choices.

(2) Lunch and dinner menus requirements provide patrons choices from——

(a) One soup, either cream based or broth based. The type will vary from day-to-day. Lunch soup offerings are acceptable for use at dinner as long as they complement the meal.

(b) Two main entrée choices must be provided. Three entrees are desirable; no more than four choices are recommended. An entree will be prepared by either baking or roasting, to meet the reduced fat and calorie needs of customers. When three or four main entrée choices are offered, one of them must be a low cost casserole type entrée.

(c) One or more appropriate sauce or gravy to accompany entrees.

(d) A choice of potato and an additional starch to complement the entrees.

(e) Two dark green or deep yellow cooked vegetables. One additional vegetable is optional.

(f) Standard salad bar choices.

(g) Two choices of fresh fruit.

(h) Three bread types will be the minimum. Plus, one selection of hot rolls, cornbread, garlic bread, or biscuits will be offered to complement the entrée.

(i) Margarine or butter, plus jams or jellies for each meal.

(j) At least four different dessert choices that vary daily (such as cookies, cake, pie, low-fat ice cream/yogurt, gelatin and/or pudding).

(k) Standard beverage choices.

(3) The short order meal will consist of the following selections:

(a) At least four grilled short-order type items, to include sandwiches made with lean meat, hamburgers, cheeseburgers, grilled ham and cheese, grilled cheese, and frankfurters.

(b) A standard deli bar. Additional sandwiches will be offered to the extent requested by customers.

(c) A choice of two additional hot short-order entrees (pizza, fried chicken, and so forth).

(d) French fries, onion rings, and assorted chips and pretzels.

(e) Accompaniments and condiments such as sliced tomatoes, onions, pickles, lettuce leaves, catsup, mayonnaise, mustard, relish, and salad dressing.

(4) The modified short order meal will consist of—

(a) Grilled hamburgers, cheeseburgers, and frankfurters.

(b) French fries and onion rings, and assorted chips and pretzels.

(c) Accompaniments and condiments such as sliced tomatoes, onions, pickles, lettuce leaves, catsup, mayonnaise, mustard, relish, and salad dressing.

(5) Midnight meal standards require that—

(a) The meal will be a combination of items from the breakfast and dinner menus and will have a minimum of two freshly prepared entrees, in addition to eggs to order.

(b) The dinner entrée selections at the midnight meal will be from choices as planned for the lunch or dinner meal.

(c) A modified short order menu is required.

(d) Use the lunch/dinner meal standards for the balance of the menu items to be offered.

(6) The standard meal patterns for the brunch meal service combine the following:

(a) The established standard for the breakfast meal.

(b) The two entrée lunch standard.

(c) The short order standard.

(d) The expanded lunch selections. This will consist of the following required items:

1. One baked, or roasted meat that can be carved on the serving line (baked ham, roast beef, roast turkey), and one additional entrée cooked to order.

2. Vegetarian and meatless entrées will be offered to the degree requested by the customers.

3. The supper meal will consist of the following standards:

a. Two soups: one cream based *and* one broth based.

b. Four entrées: choices will include a highly acceptable balanced combination between low, medium, and high-cost items. One entrée will be carved on the serving line.

c. A modified short order menu will be offered. Do not use these items as a substitute for any entrée or starch.

d. A choice of two potatoes and an alternative starch will be offered.

e. Three or more cooked vegetables will be offered two of which will be a dark green or deep yellow.

f. A standard salad bar.

g. Three choices of fresh fruits.

h. A choice of five desserts (use the lunch/dinner dessert standard).

i. Standard beverage choices.

c. Standards for salad and deli bars and beverage choices. For the purpose of the Army Food Service Program the standard salad and deli bars and beverage choices will be defined as follows:

(1) Standard salad bar will consist of a leafy green salad, and ten fresh toppings such as carrots, radishes, tomatoes, cucumber, green pepper, onion, mushrooms and so forth. The salad bar will also contain five separate salad dressings choices (regular), and two choices of dressings, low-fat or fat-free. A selection of oil and vinegar will also be offered.

Salad dressings offered on the salad bar will be offered in the bulk format. Individual salad dressing packets (PC) are only used for carryout or grab-and-go service.

(2) Standard deli bar will consist as a minimum of three deli meat choices (ham, turkey, and roast beef), two cheese choices (American and Swiss) and three different choices of bread or rolls. It is recommended that the bread and roll choices be of the quality described as "hearty" or "earth grained." The entire range of items (meat, cheese, and breads) on the standard deli bar will be available for customer selection during the complete meal period.

(3) Standard beverage choices are a variety of carbonated beverages, juice blends, noncarbonated flavored drinks, coffee, tea (hot and iced), milk, and water. Decaffeinated coffee and hot tea (decaffeinated) will be offered based on

customer preferences. The primary dairy choice will be 1 percent fat, fresh white milk. Other dairy choices will be offered depending on customer demand.

d. Product and preparation standards. The following guidelines are to be followed to maintain a balance between highly appealing, flavorful foods; cost management; and the impact of foods on health and performance.

(1) Roast, bake, or steam fish, meat, and poultry entrées more often than using deep frying or other high fat preparation methods. Drain excess fats from other meats.

(2) Use canola (rapeseed) oil, corn oil, or blends of these oils for cooking and baking. The emulsified blend of canola and corn oil will be used for the deep fat frying process.

(3) Use margarine or butter to make cake frostings, fillings, and cream sauces. Use shortening compound for the preparation of cakes, hot breads, biscuits, cookies, and pie crusts.

(4) Use of dry nondairy creamer as a coffee whitener is an option.

(5) Use nonfat dry milk and evaporated skim milk for cooking. Reconstitute as needed to equate to whole milk requirements in the recipe.

(6) Use 1 percent fat, fresh milk as the primary dairy beverage. Low-fat chocolate milk, skim milk, 2 percent, whole milk, buttermilk, and nonfat/low-fat frozen yogurt may be offered depending on customer requests.

(7) Use pasteurized liquid, frozen egg products for recipe requirements instead of raw shell eggs. Use raw shelled eggs only for preparation of fried (grilled), boiled, or poached eggs to order. When customer demand warrants, cholesterol-free eggs may be offered. Consider offering bulk prepared scrambled eggs on the main line rather than grilled to order for labor saving opportunities. The use of liquid pasteurized eggs will permit bulk preparation without product discoloration.

(8) Use ground beef with an as-purchased target fat content of 15 percent for preparation of main line or short order menu items. The ground beef, as purchased, will have no fillers or extenders (for example, soy).

(9) Do not add monosodium glutamate (MSG) as a separate ingredient to any recipe.

(10) Provide sufficient menu selections to enhance the availability of vitamins and minerals and dietary fiber in the menu.

(11) Food preparation and holding standards will be in accordance with TB MED 530 and the Hazard Analysis and Critical Control Points (HACCP) steps in the updated recipe files of TM 10–412.

GLOSSARY OF ABBREVIATIONS

Abbreviations

ACES
Army Center of Excellence, Subsistence

AFMIS
Army Food Management Information System

AR
Army Regulation

BDFA
Basic Daily Food Allowance

CFD
Combat Feeding Directorate

CFREP
Combat Feeding Research and Engineering Program

COE
Corps of Engineers

CONOPS
Contingency operations

CONUS
Continental United States

CSPD
Concepts, Systems, and Policy Division

DA
Department of Army

DA Pam
Department of Army Pamphlet

DCS

Deputy chief of Staff

DLA

GLOSSARY OF ABBREVIATIONS (CONT'D)

Defense Logistics Agency
DOD
Department of Defense

DOO
Director of Operations

DLA-TS
Defense Logistics Agency Troop Support

FAR
Federal Acquisition Regulation

FED
Facilities and Equipment Division

FMAT
Food Management Assistance Team

FPL
Federal Procurement List

FPM
Food Program Manager

FSMB
Food Service Management Board

HCP
Health and Comfort Packs

IMCOM
Installation Management Command

JCCoE
Joint Culinary Center of Excellence

JCTD
Joint Culinary Training Directorate

JSORF
Joint Symposium Operational Rations Forum

JSPB
Joint Subsistence Policy Board

JWOD
Javits-Wagner-O'Day/Ability One

LSN
Local stock number

MAD
Management Assistance Division

MIF
Master item file

MILCON
Military construction

MOS
Military occupational specialty

MRE
Meal, ready to eat

NAMP
North America Meat Processors

NAPA
National allowance pricing agreement

NCO
Non Commissioned Officer

NSC
Natick Soldier Center

NSN
National stock number

OCONUS
Outside continental United States

OD
Operations Directorate

OTSG
Office of the Surgeon General

PHC
US Army Public Health Command

POS
Point of sale

QMS
Quartermaster School

QMG
Quartermaster General

QUAD
Quality Assurance Division

R&DA
Research & Development Associates

SGM
Sergeant major

SMMO
Subsistence Supply Management Office

SPD
Special Programs Directorate

SPV
Subsistence prime vendor

STORES
Subsistence Total Ordering and Receipt Electronic System

UGR
Unitized group ration

UGR-A
Unitized group ration- A

UGR-H&S

Unitized group ration- heat and serve
USDA
United States Department of Agriculture

USDC
United States Department of Commerce

GLOSSARY OF TERMS

Army Food Program Governed primarily by Army Regulation 30-22, it is the complete representation of appropriated fund Army food service encompassing garrison feeding, field feeding and subsistence supply for both active and reserve components. It does not include non-appropriated fund (military clubs and Post Exchange facilities), military academies or fixed medical treatment facilities.

Basic Daily Food Allowance A monetary allowance given to Army dining facilities to feed Soldiers a daily ration. It is based upon regional indexed costs for certain commodity food items. A dining facility gets a portion of the BDFA from the Army for each meal served. This money is used to balance the dining facility account purchases.

Berry Amendment A Federal law that requires, among other things, that food purchased for the U.S. military must be grown, reprocessed, reused or produced in the United States. Also, known as 10 U.S.C. Ch.148, Sec. 2533a, Requirement to Buy Certain Articles from American Sources; Exceptions.

Catalog A selection of food products available for purchase. When the term is used pertaining to the Army Food Program, it can refer to either: (1) the SPV's entire product catalog (also referred to as being "in the vendor's house"), (2) those items stocked by a SPV that are listed as available for purchase on the government contract, or (3) available for ordering on the installation's subsistence catalog through the Army's automated food ordering system. In order to be purchased by the Army through the prime vendor system, an item must first be on all three of these.

Comparison Cutting An organized head to head competition between two or more similar items to determine the best overall value for inclusion in the Army Food Program.

Contingency Operations

A military operation that is either designated by the Secretary of Defense as a contingency operation or becomes a contingency operation as a matter of law. It is a military operation that either is designated by the Secretary of Defense as an operation in which members of the Armed Forces are or may become involved in military actions, operations, or hostilities against an enemy of the United States or against an opposing force or is created by definition of law.

DOD Component Any one of the subordinate DOD organizations, such as Army, Navy, Air Force or Marine Corps that constitutes a joint force.

Executive Agent A term used to indicate a delegation of authority by the Secretary of Defense to a subordinate to act on the Secretary's behalf. An agreement between equals does not create an executive agent. For example, a Service cannot become a Department of Defense executive agent for a particular matter with simply the agreement of the other Services; such authority must be delegated by the Secretary of Defense.

Field Feeding Soldier feeding that is conducted away from a garrison dining facility using field kitchen methods and equipment to prepare and serve operational rations in a field environment.

Food Operations Sergeant A food service sergeant or civilian equivalent managing an Army dining facility.

Food Program Manager The senior food analyst (military or civilian) and advisor to an installation commander. Responsible to the installation commander for the overall food mission on the installation.

Food Service Management Board A mechanism that provides an interchange of information between food service personnel, the food service management staff, and prime vendor suppliers regarding expected subsistence requirements. FSMBs are conducted at the installation level at least quarterly.

Garrison Feeding Those food service functions that are done to support the feeding of Soldiers located on a base or area. It involves the preparation and serving of individual line items (versus packaged operational rations) purchased from commercial SPV sources.

Hedonics The scientific measurement of the sensory appeal of a product. In a controlled test, it may be used to confidently forecast the potential acceptability of a product.

Joint Indicates activities, operations, organizations, etc., in which elements of two or more Military Departments (Services) participate.

Military Sealift Command A major command of the US Navy, and the US Transportation Command's component command responsible for designated common-user sealift transportation services to deploy, employ, sustain, and redeploy US forces on a global basis.

National Allowance Pricing Agreement An agreement between the manufacturer and DSCP that identifies allowances/discounts to a particular product.

Operational Rations Broad name given to several types of pre-packaged food items used for field feeding. These rations are either shelf stable, or they have shelf stable and perishable components. They are prepared and served using Army field kitchens.

Philip A. Connelly Awards Program An Army wide recognition program that recognizes and awards exceptional performance in Army garrison and field feeding operations.

Prime Vendor A contracting process that provides commercial products to regionally grouped federal customers from commercial distributors using electronic commerce. Customers typically receive materiel through the vendor's commercial distribution system.

Product Demonstration A manufacturer’s demonstration of a product, usually done at an installation’s FSMB for the purpose of evaluating a new product, resolving a product quality complaint, or providing training on a product currently being purchased by the installation.