Partnership Day Spring 2010

Department of the Army
Contingency Operations Menu

Joint Culinary Center of Excellence
ACES Operations Directorate
Concepts, Systems, and Policy Division
Agenda

• The Bigger Picture
• History
• The CONOPS Menu
• Goals
• Categories of items
• E95 numbers
• Perspective on changes
• How changes are made
• Exceptions to FSMB process
• Recap of major players
• Future actions
References

• Army Regulation 30-22
• Department of Army Pamphlet 30-22
  www.apd.army.mil
• Doing Business with the Army Food Program
• DA CONOPS Menu dated 21 Sep 09
• DA CONOPS Source Verified List dated 21 Sep 09
Organizational Structure

DIRECTOR
JOINT CULINARY CENTER
OF EXCELLENCE
(JCCoE)

XO, SGM & AFA

ADMIN COORD

ACES OPERATIONS DIRECTORATE

JOINT CULINARY TRAINING DIRECTORATE

Culinary Skills
Advanced Division
Basic Division

SPECIAL PROGRAMS DIRECTORATE

*USACAT and P.A. Connelly Award

Legend:
CSPD - Concepts, Systems and Policy Division
FED - Facility and Engineer Division
QUAD - Quality Assurance Division
MAD - Management Assistance Division
RC/NG - Reserve and National Guard Division

TRADOC FUNDED

G4 FUNDED
The Bigger Picture
Concepts Systems & Policy Division (CSPD)

Policy and Doctrine Publications

Automated Food Management Systems

Concepts and Marketing

Prime Vendor Program

Food Service Contracting Support and Training

Worldwide Food Program and AOR Support
## CONOPS Feeding Plan Timeline (Condition Based)

<table>
<thead>
<tr>
<th>Standard</th>
<th>Expeditionary &lt; 6 Months</th>
<th>Temporary Military &lt; 24 Months</th>
<th>LOGCAP</th>
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<td>Deployment Days D+</td>
<td>1-20 days</td>
<td>21-30</td>
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Notes:
1. Ration Legend: MRE-M, UGR (H&S) or UGR (A) – U, UGR (A) with Short Order Supplemental Menus – UGR (A)+
2. Units deploying into developed areas may move directly into the temporary standard depending upon their mission and the theater logistical capabilities at that location.
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The DA CONOPS Menu - Goals

• Stability
• Consistency
• Adequacy
• Tailorable
• Responsiveness
• Healthy dining options
• Minimize costs
• Minimize waste
Four categories of products

1. Open source by LSN
2. Source specified by NAPA
3. Source specified by E-95 number
4. Source specified as primary and secondary (rare)
A Word on E95’s

• Ideal method, but…

• Given by DSCP, not JCCoE

• Must match item description and pack size EXACTLY

• Does not guarantee business

• Works both ways
Perspective on Changes

• Good changes are no changes
• Good changes are Soldier initiated and ARCENT FSMB approved
• Good changes do not increase number of line items on the catalog (E-95 or replace)
• Good changes save the Army money
• Good changes are truly unique
• Good changes do not rely on only one of the above criterion
How changes are made - Foundation

- JCCoE is proponent for CONOPS menu and catalog
- Originally developed in-house
- JCCoE has chosen to make changes based up ARCENT FSMB decisions
  - ARCENT Food Advisor serves as FPM
  - JCCoE and ARCENT determine what is shown to the board
  - Each theater has a vote
  - Dietician has a vote
  - Non-voting members
How changes are made - Process

CONOPS Subsistence Prime Vendor Catalog Addition Process Flow

(The Candy Bar Story)

-AOR Food Service Management Board (FSMB) requests that an individual candy bar be added to their prime vendor catalog for Soldier consumption (ARCENT Food Advisor is chair for FSMB)

-ARCENT Food Advisor passes the requirement for the candy bar to Chief, CSPD for action (C, CSPD has CONOPS catalog oversight)

Process:

1. JCCoE has oversight of the 28-day CONOPS menu and works in conjunction with ARCENT Food Advisor and FSMB to evaluate and select the appropriate candy bars

2. Chief, CSPD will contact DSCP Subsistence Division, the Prime Vendor, and/or product representatives to request literature, specifications, and samples
How changes are made- Process

3. JCCoE evaluates candy bars to ensure they meet customer needs and Army menu/quality standards and buying recommendations

4. Based on JCCoE evaluation, candy bars evaluated and recommendations will be provided to the ARCENT food advisor

5. JCCoE will request the vendors to send samples through the servicing prime vendor to the ARCENT food advisor for evaluation at the ARCENT FSMB

6. ARCENT food advisor will direct the blind cutting of candy bars at the next FSMB in accordance with AR 30-22 para 3-18 and the procedures contained in DA Pam 30-22, para 3-12

7. ARCENT FSMB will rank order the candy bars based upon the results of the blind cutting to select a primary bar for addition to catalog and substitutes in order of preference
How changes are made - Process

8. ARCENT FSMB may be asked to decide on what item is coming off to add new

9. Chief, CSPD will send AOR selected candy bar to DSCP for a fair and reasonable price determination

9. DSCP will complete their analysis of fair and reasonable pricing and advise if the candy bar meets their criteria for a fair and reasonable price standards

10. If the candy bar meets fair and reasonable price standards, DSCP direct the SPV to add the candy bar to the AOR SPV catalog

11. AOR customers order the candy bar
How changes are made - Example

Product Selection Determination Graphic

Requirements Stated (candy bar)

ARCENT sends requirement to Chief, CSPD

Manufacturers contacted

Product information and samples requested from company representatives

Product Selection Determination Graphic

Products evaluated and screened

Manufacturers contacted

Product information and samples requested from company representatives
How changes are made - Example

Product Selection Determination Graphic (Cont’d)

Products provided to ARCENT Food Advisor

AOR FSMB Rank #1

AOR FSMB Rank #2

AOR FSMB conducts blind cuttings and rank determines the primary and alternate candy bar for addition to catalog

Chief, CSPD will send primary candy bar to DSCP for fair and reasonable price determination

After DSCP pricing approval, SPV will catalog primary candy bar selection
But suppose...

Product Selection Determination Graphic (Cont’d)

Why not add them both?  
*Two lines on the catalog*

What about E95 option?  
*Not the same product*
Exceptions to FSMB process

• Local theater customer request (not SPV!)

• JCCoE executive decision in extenuating circumstances
  - FSMB veto
  - FSMB by-pass (will coordinate with ARCENT):
Recap of the 4 Key Players

1. ARCENT FSMB-
   a. Identifies need
   b. Makes final product decision by vote

2. ARCENT Food Advisor-
   a. Relays need to JCCoE
   b. Determines what the FSMB sees in conjunction with JCCoE

3. JCCoE-
   a. Determines what the FSMB sees in conjunction with ARCENT Food Advisor
   b. Identifies potential sources to fit identified needs
   c. Relays final FSMB decisions to DSCP in official memo on menu and requirements

4. DSCP-
   a. Conducts Fair and Reasonable Price Determination
   b. Directs SPVs to provide products identified by JCCoE
Future Actions

- Reducing number of line items pending draw down in Iraq {to include new items}
- Build up in Afghanistan
- Healthier dining options as demand dictates
- Better use of FSMB to manage catalog
- Two or more sources when possible (E95) for new items
QUESTIONS?