



August 21, 2001

TO: Michael Green
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Office of Small and Disadvantaged
Business Utilization (OSDBU)

FROM: David R. Gradick
Director
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SUBJECT: Procurement Outreach Plan

The Marketing and Regulatory Programs (MRP) submits the following Procurement Outreach Plan for fiscal year (FY) 2002 and Accomplishments for FY 2001:

I. Describe Customer Base

The Animal and Plant Health Inspection Service (APHIS) provides contracting support to three major agencies within USDA's MRP mission area: APHIS, Grain Inspection, Packers and Stockyards Administration (GIPSA), and Agricultural Marketing Service (AMS) (exclusive of commodity procurements). AMS has one purchasing agent in Memphis to support the local Cotton Program office.

APHIS purchases goods and services domestically and internationally to protect American agriculture from foreign animal and plant diseases, including airplane services for crop spraying, chemicals for pest control, laboratory equipment, weapons for animal control, and incinerators to destroy diseased animals. APHIS also purchases information technology, architect/engineering and construction services, and specialized equipment, such as meters, to measure the moisture content of grain and to classify cotton by grade.

MRP has a large customer base made up of large, small, small disadvantaged, woman-owned and 8(a) businesses. Some of the more notable companies are listed in Attachment A.

MRP strives to utilize a small, small disadvantaged, woman-owned or 8(a) business concerns in all its acquisitions. However, there are some instances when a small business cannot be located. Such is the case with the HVI systems for the AMS, Cotton Program. MRP has been unable to locate a small business who can provide this system.



II. Describe under-represented groups and describe why under-representation exists.

Prime Contracts

NOTE: In FY 2000, MRP reported that we were falling short in the 8(a) preference category. We are pleased to report that we achieved our FY 2000 goal of 5 percent.

As of August 15, 2001, OSDBU's report of MRP's Preference Goals vs. Achievements for FY 2001 is as follows:

Preference Category	FY 2001 Goals (Percentage)	FY 2001 Achievements (Percentage)
Small Business	34.10%	37%
8(a)	5.00%	3.63%
Small Disadvantaged Business	7.00%	7.96%
Women-Owned	6.00%	2.61%
Hubzone	2.00%	.68%

MRP is falling short in its 8(a), small disadvantaged business, women-owned and Hubzone goal, but will strive to meet the goals by year-end.

During FY 2001, MRP continued to expand its source list for use by all contracting officers/purchasing agents throughout MRP. This source list is divided into preference categories. The source list has been updated to include the preference categories of Hubzone and Veteran-owned small businesses. We continued our efforts to target 8(a), women-owned, hubzone, veteran-owned, and small disadvantaged business certified companies.

Contracting officers/purchasing agents are continuously encouraged to solicit woman owned and 8(a) vendors for all acquisitions. If a contracting officer/purchasing agent is searching for an IT vendor, there is an abundance of 8(a) firms available. However, because APHIS purchases a wide variety of goods and services other than IT, it is often very difficult to find 8(a) vendors. Although an extensive search has been conducted using Pro-Net and a sources sought notice was issued in the Commerce Business Daily, we are still unsuccessful in locating 8(a) firms for many items. Some of these hard to find items are: fertile eggs, baby chicks, gas monitoring system, and cow tags. If an 8(a) vendor cannot be found, contracting officers/purchasing agents are encouraged to seek, in order of precedence, woman-owned, small disadvantaged and small businesses that can provide the goods and services.

Subcontracting

For FY 2000, MRP's achievements in subcontracting were as follows:

Preference Category	FY 2000 Goals (Percentage)	FY 2000 Achievements (Percentage)
Small Business Subcontracting	30.00%	60.5%
Small Disadvantaged Business Subcontracting	5.00%	29.3%
Woman-Owned Business Subcontracting	5.00%	9.0%
Hubzone	1.5%	0

As shown above, MRP exceeded three of its subcontracting goals.

For FY 2000, MRP had three contracts in which subcontracts were required: Zellweger, IBM, and Merial Limited.

Zellweger

This contract is for the HVI systems for AMS, Cotton Program. For FY 2000, as reported in their SF-295, Summary Subcontract Report, they achieved 97 percent in subcontracting with small business concerns.

Merial Limited

This contract is for Rabies Baits for APHIS. For FY 2000, as reported in their SF-295, Summary Subcontract Report, Merial Limited subcontracted 94 percent to small business concerns.

IBM

This contract is for IT supplies and services. It is a mandatory source for APHIS and is widely used by other agencies within USDA. For FY 2000, as reported in their SF-295 Summary Subcontract Report, IBM subcontracted 54.4 percent to small business concerns, 37.7 percent to small disadvantaged business concerns, and 11.8 percent to women-owned business concerns. IBM exceeded its subcontracting with small business concerns, small disadvantaged business concerns, and women-owned small business concerns.

III. Goals:**Prime Contracts**

By the end of FY 2002, 8(a) and women-owned business participation will be 8 percent of overall agency procurements.

Subcontracting

By the end of FY 2002, small business subcontracting will be 40 percent of overall subcontracting dollars.

By the end of FY 2002, women-owned small business subcontracting will be at 6 percent of overall subcontracting dollars.

IV. Strategies for Achieving Goals

Small Business Conferences - During FY 2002, MRP will continue to attend small business outreach conferences. The conferences MRP will attend are:

- Monthly Vendor Outreach
- Subcontracting Forum
- Memphis Area Women and Technology
- Trade Mission to Washington DC
- Annual Procurement Opportunity Conference/Expo
- National Black Business Council
- Women's Business Network Conference

MRP small business field coordinators attend conferences available in their local commuting areas.

Source List - During FY 2002, MRP will continue to update its source list and provide a copy to all contracting officers/purchasing agents on a quarterly basis. MRP has added Hubzone and Veteran-owned small businesses to this list.

OSDBU Procurement Preference Updates - During FY 2002, MRP will provide monthly quarterly updates of MRP's procurement preference goal achievements to contracting officers and purchasing agents.

MRP Acquisition Council - MRP will continue to hold monthly conference calls with contracting officers/purchasing agents to provide updates on new and/or modified procurement regulations that relate to the small business program. Our activities in this area during FY 2001 are listed in Attachment B.

<u>Action Items</u>	<u>Start Date</u>	<u>Completion Date</u>
Small Business Conferences	Ongoing	
Source List	October 1, 2001	Ongoing quarterly
OSDBU Updates	November 5, 2001	Ongoing quarterly
MRP Acquisition Council	October 2001	Ongoing monthly

V. Performance Measure: The results/outcome of strategies undertaken to reach goal.

Prime Contracts

Women-Owned Business - 2 percent increase in participation over previous fiscal year's achievement

8(a) - 2 percent increase in participation over previous fiscal year's achievement

Subcontracting

Small Business - 7 percent increase in participation over previous fiscal year's achievement

Women-Owned Business - 3 percent increase in participation over previous fiscal year's achievement

VI. Resources Required to implement outreach plan

Staff Years: TBD

Travel Costs: \$5,000

Travel Costs include:

- Review of field offices whose contracting actions predominately utilize large businesses.
- Attendance at conferences in locations outside the Washington Metro Area.

Attachment C is a summary of MRP's outreach accomplishments for FY 2001.

Attachments

APHIS:MRP-BS:ASEU:NWallace:8/15/01:i:/abs/se/as/ppp/Norita/outreach FY 2002

Attachment A

Information Technology (IT)

IBM Corporation - Large Business

This contract is for IT supplies and services. It is a mandatory source for APHIS and is widely used by other agencies within USDA.

Sentel Corporation - Small Disadvantaged Business, 8(a)

This contract is for the National Veterinary Services Laboratory located in Ames, Iowa. It is for hardware and services for their Laboratory Information Management System.

Creative Computing Solutions, Inc., - Women-Owned 8(a) Business - This contract is for task orders under GSA contract GS 35F3827H.

CompuChoice - 8(a), Small Disadvantaged Business, Women-Owned - This BOA was awarded for IT supplies. MRP Business Services used this BOA to purchase supplies for GIPSA and AMS.

The following IT companies have been added to MRP/RWBS customer base during FY 2001:

Client Network Services, Inc. (CNSI) - Small Disadvantaged Business - This task order is for IT supplies and services for AMS and GIPSA.

Solutions Engineering - Women-Owned - This task order is for IT supplies and services for AMS and GIPSA.

Construction and A/E

CDR Enterprises - 8(a), Small Disadvantaged Business, Women-Owned - This requirement supports APHIS construction under an Indefinite Delivery/Indefinite Quantity contract.

The following Construction and A/E companies have been added to MRP/RWBS customer base during FY 2001:

Fiesta Construction - 8(a), Small Disadvantaged Business, Women-Owned, Hubzone - This requirement provides design/build for two bio-secure labs at the National Veterinary Services Lab in Ames, IA.

Job Shops Company - 8(a), Small Disadvantaged Business, Veteran-Owned - This requirement provides design/build for catwalks on biocontainment tanks at various APHIS locations in Texas.

Bennett, Martin, Solka and Torno - 8(a) Small Disadvantaged Business, Hubzone
This requirement provides A/E Services for APHIS facilities in Texas.

Contracting (Other than IT, Construction and A/E)

K&K Aircraft, Inc., - Small Business - This contract is for PPQ located in California. It is for the release of sterile medflies.

American Overseas Book Company Inc., - Small, Woman-Owned Business - This contract is for Veterinary Services (VS). It is for a book subscription for the library.

Alko Enterprises Incorporated - 8(a) Business - This contract is for VS and is for hypodermic needles.

Zellweger Uster, Inc. - Large Business - These contracts are for the AMS, Cotton Programs. They are for the High-Volume Instrument (HVI) systems used to grade cotton.

Zeffi Corporation - 8(a), Woman-Owned Business - This contract is for tracking uniform allowance and supplying uniform components.

The following companies (other than IT, Construction and A/E) have been added to MRP/RWBS customer base during FY 2001:

A.J. Chemical & Equipment - Small Disadvantaged Business - This contract is for Plant Protection and Quarantine (PPQ) for Gypsy Moth and disparlure.

Asset Protection and Security Services - Small Disadvantaged Business, 8(a) - This contract is for unarmed guard services for PPQ.

Premier Sheep Supply - Small Business, Women-Owned - This contract is for VS ID tags.

Royal Cleaning Service - Small Business, Women-Owned - This contract is for janitorial services for VS.

Attachment B

MRP Acquisition Council Meetings where small business topics were discussed:

October 31, 2000

- OSDBU Goals and Outreach Plan for FY 2001

December 19, 2000

- Update on OSDBU Accomplishments

February 27, 2001

- SBA Procurement Center Representative Review

March 27, 2001

- OSDBU Procurement Center Representative Update
- Update on OSDBU Accomplishments
- Small Business Competitive Demonstration Program FY 2001 Set-Aside Policy

May 22, 2001

- OSDBU Reporting
- OSDBU Acquisition Workforce

June 27, 2001

- Update on OSDBU Goals and Accomplishments

Attachment C
FY 2001 Outreach Accomplishments

- **Monthly Acquisition Council (AC) Meetings** - Each month MRP holds AC meetings in which COs, both at headquarters and field offices throughout the U.S. and Mexico, are provided current information regarding procurement regulations and Departmental policy. Minutes of the meetings are distributed to the COs as well as copies of any regulations discussed.

- **FY 2000 Small Business Conferences/Training** - Procurement Conferences are ongoing throughout the fiscal year. MRP continually checks the OSDBU calendar of events for conferences being held in specific locations where there are field Small Business Coordinators or MRP area offices. To date, MRP personnel attended the following conferences:

October 2000 - Small Business Procurement Conference - Bloomington, MN
November 2000 - Hispanic American Heritage Program, Washington, DC
December 2000 - Congressman Albert R. Wynn's 5th Annual Procurement & Business Expo, Camp Springs, MD
February 2001 - Small Business Fair, Minneapolis, MN
April 2001 - 10th Annual Procurement Opportunities Fair - Upper Marlboro, MD
Minnesota American Indian Chamber of Commerce Small Business Development Conference, Mille Lacs, MN

MRP also participates in the monthly vendor outreach meetings sponsored by the OSDBU. The MRP has attended each session held for FY 2001 to date.

- **Source List** - MRP-Business Sites continue to update their source lists as information is received from vendors requesting to be considered for upcoming requirements. The lists are divided by preference program and include the vendor name, address, telephone and fax number, e-mail address, web site address, NAICS Codes, description of products provided, and whether they accept Government VISA.

- **Procurement Management Reviews** - MRP conducted several reviews within the MRP mission area. The purpose of the reviews was to look at SF-279 and SF-281 coding errors to evaluate the effect of errors on small business accomplishments and to ensure compliance with small business regulations.

- **OSDBU Clearance Form (DR 5090-1)** - In accordance with the Small Business Administration's, Procurement Center Representative new clearance procedures, MRP required the COs to submit an OSDBU clearance form for all new acquisitions valued over \$100,000 that were not set-aside for small business.

- **Contract Awards** - MRP awarded a number of new small business contracts during FY 2001 in an effort to increase small business participation.

- **Field Office Small Business Coordinators.** Field office Small Business Coordinators were appointed by the MRP HCAD in December 7, 1998. Field coordinators are required to submit monthly outreach reports on their activities and achievements in the small business area.
- **Rule of One** - Throughout FY 2000, MRP COs have continually been reminded of the Departmental Regulation 5090-4, Rule of One Policy Under Simplified Acquisition Procedures. COs were encouraged to solicit “at least one small disadvantaged business and one women-owned small business for every acquisition that falls under the simplified acquisition threshold.”
- **Quarterly OSDBU Procurement Preference Updates** - As requested, MRP continues to provide updates of MRP’s procurement preference goal achievements to contracting officers/purchasing agents. MRP has also provided training to COs and purchasing agents on how to run and pull data for their programs.
- **Community Outreach Meetings** - MRP continues to meet with representatives of the SBA throughout the various districts to obtain information concerning 8(a), veteran- owned, and Hubzone companies; and to obtain a list of qualified companies and their specific NAICS codes for the various districts.

MRP continues to meet with representatives from small businesses in the various preference categories to discuss company capabilities and provide them with MRP’s forecast of potential needs. Some meetings included:

National Black Business Council , Washington, DC - seeking opportunities with African American small business owners; Indian Chamber of Commerce, Minneapolis, MN - seeking opportunities with Native American businesses; West Broadway Association, Minneapolis, MN - seeking opportunities with African American small business owners

- **Web Page** - In FY 2001, MRP continued to update its small business web page. This page (www.aphis.usda.gov/mb/abs/aseu/) provides a list of the MRP Small Business Coordinators with telephone numbers, MRP’s procurement forecast, a link to the OSDBU homepage, a link to the SBA Pro-net, a link to the Minneapolis contracting page, a link to the Riverdale/Washington contracting page and an opportunity to provide comments.
- **MRP Check Sheet** - MRP continues to utilize a check sheet that is included in all purchase order/contract files. The check sheet requires the CO to provide a reason why the mandatory sources of supply were not used as required by FAR 8.001.

Contract Awards - MRP awarded a number of small business contracts during FY 2001 in an effort to increase small business participation.