

# RECAPPING THE DATA

**D**efense Logistics Agency (DLA) Troop Support in Philadelphia held 56 prime vendor contracts with 48 food distributors worldwide in 2013. Annual combined subsistence sales for fiscal 2014 through June are \$1.3 billion and for fiscal 2013 were \$2.6 billion, which includes subsistence and foodservice operating supplies provided by prime vendors, as well as contracting efforts outside of the Subsistence Prime Vendor program.

One2OneUS LLC, based in Maple Shade, N.J., tracks military sales and National Allowance Pricing Agreement (NAPA) allowance information so that DLA Troop Support can monitor monthly sales of food, foodservice equipment and supplies.

The listings on the following pages recap Subsistence Prime Vendor (SPV) sales by category from Jan. 1, 2013, through Dec. 31, 2013. The data breaks down 35 food categories by class (or segment), percentage of market share within the category, dollar volume and percentage within each class (segment) sold within the continental United States (CONUS) and outside the continental United States (OCONUS).

Of the 35 categories, the top 10 represent nearly \$1.4 billion, or more than three-quarters (75.3 percent) of overall Subsistence Prime Vendor Sales during 2013. Meanwhile, the top five categories represent \$1.1 billion, or more than half (56.6 percent) of Subsistence Prime Vendor sales for the period. The next five largest categories total \$351.4 million or 18.8 percent.

Subsistence Prime Vendor sales total \$1.87 billion and continue to be consolidated in the top 10 categories, which is consistent with recent results. The top five

## 35 Subsistence Prime Vendor Categories for CONUS and OCONUS

categories represent 56.57 percent of sales in calendar 2013, compared with 57.92 percent of sales in calendar 2012, 58.58 percent

in calendar 2011, 57.3 percent in calendar 2010 and 56.05 percent in 2009. The five next largest categories make up 18.75 percent of Subsistence Prime Vendor sales in calendar 2013, compared with 18.53 percent in calendar 2012, 18.77 percent in calendar 2011, 20.4 percent in calendar 2010 and 21.6 percent in calendar 2009.

When looking at the top 10 categories, the group accounts for more than three quarters of sales (75.32 percent) in calendar 2013, which is consistent with the last

SPV SALES BY CATEGORY			
PAGE	CATEGORY	% of SALES	DOLLAR VOLUME
30	Appetizers/Hors d'Oeuvres	0.75%	\$14,005,577
30	Bakery & Baking Products	5.24%	\$98,124,284
32	Beverages	17.80%	\$333,549,172
34	Cereals	2.22%	\$41,547,979
36	Cheese	2.01%	\$37,610,092
36	Condiments	1.15%	\$21,512,446
38	Dairy Products	2.47%	\$46,285,679
38	Desserts	2.69%	\$50,409,177
39	Disposables	0.18%	\$3,333,148
40	Eggs	2.68%	\$50,252,724
40	Entrées	3.78%	\$70,866,436
42	Equipment	0.01%	\$190,056
42	Ethnic Dishes	1.23%	\$23,026,845
44	Fats, Shortenings & Oils	0.99%	\$18,533,272
44	Fish & Seafood	6.08%	\$113,893,760
46	Food Products, Miscellaneous	1.05%	\$19,653,046
46	Fruits	4.36%	\$81,762,375
47	Jams, Jellies & Spreads	0.09%	\$1,761,790
47	Meat	16.54%	\$309,956,617
48	Non Dairy Product, Substitutes	0.56%	\$10,455,392
48	Nuts	0.39%	\$7,261,117
49	Pasta, Dry & Frozen	0.40%	\$7,509,484
50	Portion Packs	2.55%	\$47,861,401
50	Potatoes	2.16%	\$40,511,920
52	Poultry	10.16%	\$190,420,171
52	Rice	0.63%	\$11,727,210
53	Salad Dressing	0.38%	\$7,109,829
53	Salads, Prepared	0.17%	\$3,102,415
53	Sauces & Bases	1.24%	\$23,202,046
54	Snack Foods	2.51%	\$46,999,307
56	Soups	0.57%	\$10,706,151
56	Spices & Seasonings	0.59%	\$11,138,669
57	Supplies	0.04%	\$674,002
58	UGR	0.37%	\$6,890,714
58	Vegetables	6.00%	\$112,394,854
<b>Total</b>		<b>100.00%</b>	<b>\$1,874,239,159</b>

five calendar years. The 10 largest Subsistence Prime Vendor categories were 76.45 percent of total sales in 2012, 77.35 percent in 2011, 77.8 percent in 2010 and 77.7 percent in 2009.

As measured by dollar volume, beverages ranks as the top category with \$333.55 million, or 17.8 percent of total Subsistence Prime Vendor sales in calendar 2013. It ranked first in 2012 with 20.85 percent of total sales.

Beverages edged out meat, the second-largest category, which had \$309.96 million, or 16.54 percent of sales in calendar 2013. This protein category also ranked second in 2012 with 15.88 percent of sales.

Poultry remains the third-largest category in calendar year 2013 at \$190.42 million, or 10.16 percent of total Subsistence Prime Vendor Sales. As a share of total sales, Poultry grew from 9.42 percent in 2012.

Fish and Seafood ranks fourth in 2013 with Subsistence Prime Vendor sales of \$113.89 million, 6.08 percent of the year's total and up from 5.85 percent of sales in 2012. The category also moved up from a fifth-place finish in 2012, passing Vegetables.

Vegetables rounds out the top five categories. It has the fifth largest sales by category in 2013 with \$112.39 million, or 6 percent, which is comparable with its 5.92 percent of sales in 2012.

Bakery & Baking Products begins the next five largest categories ranked by dollar volume. For the year, Bakery & Baking Products sales were \$98.12 million, or 5.24 percent of the total for all 35 Subsistence Prime Vendor categories. The category also ranked sixth in 2012 with 4.74 percent of sales.

Fruits is the seventh largest category by dollar volume with Subsistence Prime Vendor sales of \$81.76 million in 2013, or 4.36 percent of the total. It moves up from 2012 when it ranked eighth with 4.2 percent of sales.

Eighth largest among the Subsistence Prime Vendor categories is Entrées. Its sales in 2013 were

## TOP CATEGORIES BY DOLLAR VOLUME

CATEGORY	% OF SALES	DOLLAR VOLUME
Beverages	17.80%	\$333,549,172
Meat	16.54%	\$309,956,617
Poultry	10.16%	\$190,420,171
Fish & Seafood	6.08%	\$113,893,760
Vegetables	6.00%	\$112,394,854

**Top 5 categories** **56.57%** **\$1,060,214,574**

Bakery & Baking Products	5.24%	\$98,124,284
Fruits	4.36%	\$81,762,375
Entrées	3.78%	\$70,866,436
Desserts	2.69%	\$50,409,177
Eggs	2.68%	\$50,252,724

**Next 5 categories** **18.75%** **\$351,414,996**

**Top 10 categories** **75.32%** **\$1,411,629,570**

\$70.87 million, or 3.78 percent of the total for the year. The category ranked seventh in 2012 with 4.24 percent of total sales.

Next is Desserts with \$50.41 million in Subsistence Prime Vendor sales, which is 2.69 percent of the year's total. Its ninth-place rank in 2013 is the same as in 2012 when it had 2.69 percent to total sales.

Tenth largest among the 35 Subsistence Prime Vendor categories for 2013 is Eggs, which ranked 13th a year earlier. Sales for 2013 were \$50.25 million, 2.68 percent of the total for the year. Its share of sales rose from 2.25 percent in 2012.

Segments within each category identify items being purchased through the Subsistence Prime Vendor program. Changes alter

the lineup from year to year in response to trends, and are made to increase variety or replace low-sellers.

Almost all of the 80 segment changes made in 2013 were additions. In the 35 categories, 77 segments were added while only three were deleted.

That makes 2013 a more active year compared with the five additions and 12 deletions made within the 35 Subsistence Prime Vendor categories for 2012 from the previous period.

Most of the change was concentrated into two categories, with Disposables gaining 12 items while Supplies had 10 additions. New items in the Disposables category give more options for storage and serving: paper bags, plastic plates,

# SPV MARKET TRENDS

drinking straws, table coverings, tea/coffee filters, toothpicks and party picks, foam trays, paper trays, plastic trays, disposable wipes and towels; paper wraps and wax wraps. Additions in the Supplies category include more options to assist with sanitation: bathroom soaps; brooms; brushes; caps and hats; oven cleaners; general purpose detergents; paper filters; garbage cans; mops; and pot holders/oven

mitts.

Categories with the next largest number of additions were Equipment and Sauces and Bases with seven additions each, followed by Bakery and Baking Products and Vegetables, which grew by five items each.

Other Subsistence Prime Vendor categories that grew in the assortment of items available were Desserts; Fish and Seafood; Soups;

and Spices and Seasonings, each adding four segments. Beverages gained three more items in 2013. Fruits and Prepared Salads each added two segments in 2013, while Condiments; Dairy Products; Entrées; Ethnic Dishes; Jams, Jellies and Spreads; Nuts; Portion Packs; and Rice each had one addition.

Only three segments were removed from the 35 Subsistence Prime Vendor categories. Turnovers were deleted from Bakery and Baking Products; Fish Portions (Breaded/Battered/Frozen) are no longer in Fish and Seafood; and Tartar Sauce is removed from the Sauces and Bases assortment.

The data presented here is based on proprietary information compiled and furnished by One2OneUS LLC under a contract with DLA Troop Support. Throughout these listings, the total dollar and percentage figures may not add up due to rounding.

—GFS



All of the options available in military dining facilities, as well as the equipment used for storage and preparation, are sourced through the 35 Prime Vendor categories.

