

# Prime Vendor Subsistence Sales

## A Breakdown of 35 Categories for CONUS and OCONUS

**D**efense Logistics Agency (DLA) Troop Support (formerly Defense Supply Center Philadelphia) currently holds approximately 55 prime vendor contracts with 47 food distributors worldwide. Annual subsistence sales for fiscal 2011 to April are \$2.6 billion and for fiscal 2010 were \$4.7 billion, which includes subsistence and foodservice equipment supplied by prime vendors.

One2OneUS LLC, based in Tabernacle, 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, 2010, through Dec. 31, 2010. The data breaks down 35 food categories by class, percentage of mar-

ket share within the category, dollar volume and percentage within each class sold within the continental United States (CONUS) and outside the continental United States (OCONUS).

Of the 35 categories, the top 10 represent over \$2.2 billion, or more than three-quarters (77.8 percent) of overall Subsistence Prime Vendor Sales during 2010. Meanwhile, the top five categories represent \$1.6 billion, or more than half (57.3 percent) of Subsistence Prime Vendor sales for the period. The next five largest categories total \$574 million, 20.4 percent.

Sales are more consolidated into the top categories this year. The top five categories represent 57.3 percent of Subsistence Prime Vendor Sales in 2010 compared with 56.05 percent in 2009. The next five categories make up 20.4 percent of sales in 2010, down from 21.6 percent in 2009. When looking at





the top 10 categories, 77.8 percent of sales were made in this group during 2010 compared with 77.7 percent in 2008.

As measured by dollar volume, Beverages ranks as the top category at \$529 million, or 18.85 percent of total Subsistence Prime Vendor sales. Beverages edged out Meat as the second largest category at \$439 million, or 15.64 percent of total sales.

For 2009, Beverages also ranked as the largest category with \$617 million in sales (15.97 percent), followed by Meat in second with sales of \$608 million (15.74 percent).

Poultry is the third-largest category in 2010 Subsistence Prime Vendor Sales by dollar volume at \$263 million, or 9.36 percent. Next largest is fourth-ranked Fish & Seafood with \$191 million, or 6.8 percent.

Nutritionists are happy to note that the Vegetables and Fruits categories rank in the top 10 in sales made during the year. Vegetables are the fifth-largest category with \$187 million

in Subsistence Prime Vendor sales by dollar volume, or 6.67 percent of the total. Fruits is the sixth-largest category at \$156 million (5.56 percent).

Rounding out the 10 largest categories are: Entrees, \$130 million (4.63 percent); Bakery & Baking Products, \$117 million (4.16 percent), Desserts, \$91 million (3.24 percent) and Snack Foods, \$80 million (2.84 percent). Desserts overtakes Dairy Products, which ranked 10th in 2009 with \$99.9 million in sales by dollar volume, or 2.59 percent.

Overall, Subsistence Prime Vendor sales during 2010 were \$2.8 billion, down from \$3.9 billion the previous year. This does not include the bulk of rations and produce sales.

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.



## Top Categories by Dollar Volume

CATEGORY	% OF SALES	DOLLAR VOLUME
Beverages	18.85%	\$528,920,199
Meat	15.64%	\$438,976,813
Poultry	9.36%	\$262,763,851
Fish & Seafood	6.80%	\$190,899,722
Vegetables	6.67%	\$187,231,550
<b>Top 5 categories</b>	<b>57.33%</b>	<b>\$1,608,792,135</b>
Fruits	5.56%	\$156,071,770
Entrees	4.63%	\$129,983,854
Bakery & Baking Products	4.16%	\$116,619,219
Desserts	3.24%	\$91,048,898
Snack Foods	2.84%	\$79,813,712
<b>Next 5 categories</b>	<b>20.44%</b>	<b>\$573,537,453</b>
<b>Top 10 categories</b>	<b>77.76%</b>	<b>\$2,182,329,588</b>

## SPV Sales by Category

PAGE	CATEGORY	% OF SALES	\$ VOLUME 2010
60	Appetizers/Hors d'Oeuvres	0.96%	\$26,929,005
60	Bakery & Baking Products	4.16%	\$116,619,219
62	Beverages	18.85%	\$528,920,199
62	Cereals	1.91%	\$53,562,643
64	Cheese	1.81%	\$50,696,180
66	Condiments	1.00%	\$28,163,920
66	Dairy Products	2.40%	\$67,247,966
68	Desserts	3.24%	\$91,048,898
68	Disposables	0.14%	\$3,831,325
70	Eggs	2.10%	\$58,901,748
70	Entrees	4.63%	\$129,983,854
72	Equipment	0.01%	\$255,985
72	Ethnic Dishes	1.37%	\$38,543,950
74	Fats, Shortenings & Oils	1.13%	\$31,730,824
74	Fish & Seafood	6.80%	\$190,899,722
74	Food Products, Miscellaneous	0.73%	\$20,366,238
76	Fruits	5.56%	\$156,071,770
76	Jams, Jellies & Spreads	0.23%	\$6,351,791
78	Meat	15.64%	\$438,976,813
80	Non-Dairy Products, Substitutes	0.47%	\$13,077,712
80	Nuts	0.21%	\$5,949,529
80	Pasta, Dry & Frozen	0.32%	\$9,114,173
80	Portion Packs	2.08%	\$58,313,827
82	Potatoes	2.04%	\$57,140,800
82	Poultry	9.36%	\$262,763,851
84	Rice	0.52%	\$14,458,904
84	Salad Dressings	0.27%	\$7,612,022
84	Salads, Prepared	0.14%	\$4,000,110
86	Sauces & Bases	1.21%	\$34,045,935
86	Snack Foods	2.84%	\$79,813,712
88	Soups	0.45%	\$12,503,861
88	Spices & Seasonings	0.39%	\$11,007,333
90	Supplies	0.06%	\$1,634,363
90	UGR	0.30%	\$8,554,383
90	Vegetables	6.67%	\$187,231,550
<b>Total</b>		<b>100.00%</b>	<b>\$2,806,324,115</b>