



18th Annual SMART PROC GOVCON

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Presented by:

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- **Large, decentralized cabinet level agency**
 - **Over 100,000 employees**
 - **29 agencies and staff offices**
 - **Offices located throughout the U.S. & major embassies around the world**
 - **Many programs serving the American people**
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USDA's Purchasing Environment

- **Purchase a broad array of products and services**
 - **10 major buying agencies**
 - **Spend approximately \$6 billion annually**
 - **Large buyer of:**
 - Commodities & Food Products – approx. 60%
 - Information Technology – 20%
 - Environmental Services – 5%
 - Architecture & Engineering/Construction/Real Property 10%
 - Other Services and Supplies, including Professional/Administrative/Management Services - 5%
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USDA's Buying Agencies

- Agricultural Marketing Service
 - Agricultural Research Service
 - Animal & Plant Health Inspection Service
 - Farm Production and Conservation
 - Food Safety & Inspection Service
 - Food & Nutrition Service
 - Forest Service
 - Departmental Administration
 - Office of the Inspector General
 - Rural Development
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**How Can I Successfully
Market My Company to
Federal Agencies and
Win Contracts?**



How Can I Successfully Market My Company to Federal Agencies and Win Contracts?

- Being able to do business does not necessarily mean that you can't be a small beginning company.
 - Have a product or service that differentiates you.
 - Important to demonstrate that you do something well and also have successful past performance.
 - Do your homework and find out what agencies are doing and what they need
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How Can I Successfully Market My Company to Federal Agencies and Win Contracts?

- Find out who key players are in the Agency
 - Contracting Staff
 - Program Officials
 - Agency Small Business Specialists
 - Establish personal contact
 - In person best
 - But e-mail and telephone is helpful
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How Can I Successfully Market My Company to Federal Agencies and Win Contracts?

- Review Procurement Forecast, Subcontracting Directory
 - Use All Tools Available ---
 - 1) 8(a) Opportunities
 - 2) HUBZone
 - 3) SDB
 - 4) WOB
 - 5) SDVOSB
 - Work with SBA's Procurement Technical Assistance Center (PTAC)
 - Maintain Contact with OSDDBU and Agency Small Business Specialists
 - Work with Business and Trade Groups
 - Take Advantage of Relationships: Teaming/Joint Venturing/ANC's/Tribal 8(a)'s
 - Use Mentor/Protégé Programs, where available
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www.dm.usda.gov/smallbus/index.php

Procurement Forecast

<https://www.dm.usda.gov/smallbus/index.php>
