

Market Basket Survey

In accordance with the Commercial Solution Opening– Defense Commissary Agency (DeCA), dated 01.21.2026, paragraph 5.0, the following specific requirement in support of Aol 5.3 Drive Accountability is attached.

The Defense Commissary Agency (DeCA) is seeking innovative, commercial approaches for Market Basket Survey services. The contractor will provide market basket survey services by shopping 177 U.S. contiguous (CONUS), Alaska, and Hawaii, and up to three local competitors to build a reliable dataset of current market prices. The goal is to leverage industry best practices, modern technologies, and creative service models to collect regular and promotional pricing data for approximately 1,400 SKUs (fixed and random weight items within grocery, meat, and produce) representing national and private label brands. Contractor will conduct pricing surveys at 25% of commissaries each quarter to achieve 100% annual coverage of all commissary locations.

DeCA operates a worldwide chain of commissaries and, in accordance with 10 U.S.C. §2481, must report its savings assessment to congressional defense committees quarterly. It is therefore essential that DeCA prices are accurately compared to competitor commercial grocery stores in the local commuting area during the first month of each quarter.

Our objectives are to:

- **Long-Term Partnership Development:** DeCA's objective is to establish a long-term partnership with a provider whose technology, service model, and commercial terms align with our commitment to delivering reliable, value-driven solutions. Offerors shall propose a Period of Performance (PoP) consistent with standard commercial practices for the proposed solution. The Government reserves the right to adjust the proposed PoP to align with mission requirements, funding availability, and applicable regulatory limitations, including structuring the award as a base period with one or more option periods at the Government's discretion.
- **Technology-Enabled Market Basket Survey Solution:** Interested vendors are encouraged to propose technology-enabled, commercially aligned solutions that improve the accuracy and efficiency of Market Basket Survey operations, strengthen DeCA's price-comparison and data-validation capabilities, and streamline quarterly savings-assessment reporting through automated tools, real-time analytics, and other innovations that reduce manual workload and ensure consistent, audit-ready survey execution.

Interested vendors with proven expertise in Market Basket Survey services should submit their Solutions Brief in accordance with section 3.2 Solutions Brief.

The closing date for this opportunity is **Thu 16 Jul 2026 at 4:00 PM Eastern Daylight Time.**

All communications to include questions pertaining to this opportunity shall be sent via email to the following Points of Contact:

Jason Reedy, Jason.Reedy@deca.mil

Robert French, Robert.French@deca.mil

Marcella Simmons, Marcella.Simmons@deca.mil