

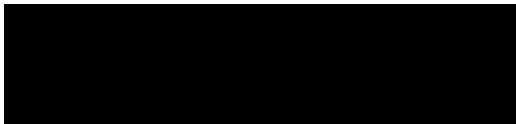


CUI
DEFENSE LOGISTICS AGENCY
CONTRACTING SERVICES OFFICE
700 ROBBINS AVENUE
PHILADELPHIA, PENNSYLVANIA 19111-5092

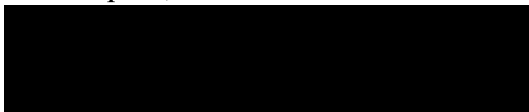
**JUSTIFICATION AND APPROVAL
FOR OTHER THAN FULL AND OPEN COMPETITION**

1. IDENTIFICATION OF THE AGENCY AND CONTRACTING ACTIVITY:

Requiring Activity:
DLA Troop Support Subsistence
700 Robbins Avenue
Philadelphia, PA 19111



Contracting Activity:
DLA Contracting Services Office,
Philadelphia (DCSO-P)
700 Robbins Avenue
Philadelphia, PA 19111



2. NATURE AND/OR DESCRIPTION OF THE ACTION BEING APPROVED:

Pursuant to 10 U.S.C. 3204(a)(1) and Federal Acquisition Regulation (FAR) part 6.103-1(d) where the highly specialized brand name services for this requirement. This justification authorizes the use of other than full and open competition to issue a firm-fixed-price contract for DLA's Subsistence Internet Premium Access Database Expana requirement (10 users). This justification details the authority to acquire services on an other than full and open basis and seeks approval to execute a brand name acquisition, restricted to Expana Markets, as they are the only responsible source. The resultant solicitation will be issued to require access to a pricing database capable of

Controlled by: DLA DCSO
Philadelphia CUI Category: General
Procurement and Acquisition/ Source Selection
Information see FAR 2.101 & 3.104
Distribution/Dissemination Controls: DISPLAY
ONLY POC: 

providing information on specific protein items, including real-time prices, forecasted prices, and market commentary to support the Subsistence Prime Vendor Program for Internet Access Database Expana. This requirement will be synopsisized and solicited on an unrestricted basis through SAM.gov in accordance with FAR Subpart 13.5. It will be issued as a sole-source action because Expana has no authorized resellers, and only URNER BARRY PUBLICATIONS, INC. (also known as Expana Markets) can provide the required brand-name Expana Markets database. URNER BARRY PUBLICATIONS, INC. is the incumbent supplier, originally awarded through a competitive brand-name solicitation on SAM.gov, and has performed satisfactorily under contract SP4701-25-P-0064.

3. A DESCRIPTION OF THE SUPPLIES OR SERVICES REQUIRED TO MEET THE AGENCY'S NEEDS/ESTIMATED DOLLAR AMOUNT:

The DLA Troop Support (TS) Subsistence Supply Chain provides total dining hall and galley support worldwide to military and other authorized federal customers through the Subsistence Prime Vendor (SPV) Program. The nature of SPV contracts allows for price adjustments on items during the terms of the contract. The DLA Troop Support (DLATS) Subsistence Supply Chain has a continuous need to verify market prices and trends within the food industry to determine proposed prices fair and reasonable without delays that could negatively impact DLATS customers. As such, DLATS requires access to a pricing database capable of providing information on specific protein items, including real-time prices, forecasted prices, and market commentary.

The estimated value of contract is [REDACTED] for FY27 funding; The period of performance shall be for one (1) year or 12 months from contract award date or October 1, 2026, through September 30, 2027.

4. IDENTIFICATION OF STATUTORY AUTHORITY PERMITTING OTHER THAN FULL AND OPEN COMPETITION:

Pursuant to 10 U.S.C. 3204(a)(1) and FAR 6.103-1(d), this requirement uses a brand-name-only description, which prevents full and open competition and therefore must be justified and approved in accordance with FAR 6.104. This restriction does not apply to "brand-name-or-equal" descriptions, as those allow full and open competition; however, no "equal" product exists for this requirement. The services requested meet the definition of a brand-name Expana Markets database that is unique to a single manufacturer.

Expana Markets is a brand name product of Expana. There are no other re-sellers of Expana able to provide the service for this brand name product due to the proprietary nature of the software. Use of this brand name description in the acquisition is essential to the Government's requirements, thereby precluding consideration of a product of another company. No other brand name software is compatible with brand name "Expana Markets" software licenses. Only "Expana Markets" Software will support the required licenses to be owned by DLA.

5. A DEMONSTRATION THAT THE PROPOSED CONTRACTOR'S UNIQUE QUALIFICATIONS OR THE NATURE OF THE ACQUISITION REQUIRES USING

THE AUTHORITY CITED.

DLA requires continued access to Expana's Internet Database because it is the only system that provides the real-time protein pricing, forecasting tools, and commodity coverage needed to support Subsistence Prime Vendor operations. The Government is already operating under Expana Advanced licenses, and only Expana can upgrade these licenses to the Premium level or add additional users, as the platform and data are proprietary.

No other vendor can modify, extend, or replace the existing Expana licenses without replacing the entire system, which would cause loss of capability, delays in pricing validation, and significant duplication of cost. The upgrade is necessary to maintain continuity of operations and ensure DLA remains fully compliant with its database requirements through October 2027. For these reasons, only Urner Barry can meet the Government's needs without unacceptable mission impact.

6. A DESCRIPTION OF EFFORTS MADE TO ENSURE THAT OFFERS ARE SOLICITED FROM AS MANY POTENTIAL SOURCES AS POSSIBLE, INCLUDING WHETHER A NOTICE WAS OR WILL BE PUBLICIZED AS REQUIRED BY PART 5 AND, IF NOT, WHICH EXCEPTION UNDER PART 5 APPLIES.

In accordance with FAR 5.201(b)(1), a synopsis will be posted to SAM.gov to provide all commercial entities with an opportunity to submit proposals for this requirement.

7. A DETERMINATION BY THE CONTRACTING OFFICER THAT THE ANTICIPATED COST TO THE GOVERNMENT WILL BE FAIR AND REASONABLE

As the Contracting Officer, I hereby determine that pricing will be fair and reasonable based on price analysis completed in accordance with FAR 15.404.1. It is anticipated that the Government will use various price analysis techniques, including but not limited to: **(1)** Comparison of proposed prices received in response to the RFP. (FAR 15.404-1(b)(1)) **(2)** Comparison of the proposed prices to historical prices paid, whether by the Government or other than the Government, for the same or similar items. (FAR 15.404-1(b)(2)) **(3)** Use of parametric estimating methods/application of rough yardsticks (such as dollars per pound or per horsepower, or other units) to highlight significant inconsistencies that warrant additional pricing inquiry. (FAR 15.404-1(b)(3)) **(4)** Comparison with competitive published price lists, published market prices of commodities, similar indexes, and discount or rebate arrangements. (FAR 15.404-1(b)(4)) **(5)** Comparison of proposed prices with independent Government cost estimates. (FAR 15.404-1(b)(5)) **(6)** Comparison of proposed prices with prices obtained through market research for the same or similar items. (FAR 15.404-1(b)(6)) **(7)** Analysis of data other than certified cost or pricing data provided by the offeror. (FAR 15.404-1(b)(7))

8. THE MARKET RESEARCH CONDUCTED (SEE PART 10) AND THE RESULTS OR A STATEMENT OF THE REASON MARKET RESEARCH WAS NOT CONDUCTED.

Market Research was conducted by the required activity, DLA Troop Support - Subsistence, via contract history and a source sought notice. Three businesses responded to the Sources Sought Notice: Poplicus Inc (dba Govini), PdcGlobal Ent LLC, and McKinsey & Company Inc. Of those that responded, only McKinsey & Company Inc., which is a Large Business, was determined to be capable of meeting the requirement. Consequently, there is no reasonable expectation that offers will be received from at least two small business concerns. Therefore, this acquisition for an Internet-accessible database of protein item pricing will be issued via Open Market on an unrestricted basis.

Also, the Contracting Officer reviewed the market research conducted in 2025 and determined that it remains current and valid for the 2026 renewal. The requirement, vendor landscape, and commercial availability have not changed, and no new sources have emerged. Therefore, the prior market research is sufficient to support this acquisition.

Market research and historical review confirm only one viable source, with no reasonable expectation of small-business participation. The requirement will be solicited as a sole-source action, with a synopsis posted to SAM.gov to allow commercial entities an opportunity to respond. The acquisition strategy is a Firm-Fixed-Price award. URNER BARRY PUBLICATIONS, INC. (Expana Markets) is the only source capable of providing the required brand-name Expana Markets database. Although no other capable sources have been identified, DLA will continue conducting market research to promote future competition. To maximize transparency, the Contracting Officer will issue this requirement as a Combined Synopsis/Solicitation. Expana Markets maintains an active SAM registration (CAGE 0BFW0) with no exclusions and qualifies as a small business under NAICS 513210.

9. ANY OTHER FACTS SUPPORTING THE USE OF OTHER THAN FULL AND OPEN COMPETITION:

Expana is a proprietary platform, and only the developer can provide additional licenses or perform the required upgrade to the Premium level. Competing the requirement would cause delays and unnecessary costs because no other vendor can access or modify the existing Expana system.

10. LISTING OF THE SOURCES, IF ANY, THAT EXPRESSED, AN INTEREST IN THE ACQUISITION IN WRITING.

URNER BARRY PUBLICATIONS, INC. (also known as Expana Markets)

11. A STATEMENT OF THE ACTIONS, IF ANY, THE AGENCY MAY TAKE TO REMOVE OR OVERCOME ANY BARRIERS TO COMPETITION BEFORE ANY SUBSEQUENT ACQUISITION FOR THE SUPPLIES OR SERVICES REQUIRED:

At this time, Expana Markets Internet Data Subscription is the only service that will support DLA's requirements and meet the Government's needs. This requirement will be solicited as a sole-source action to URNER BARRY PUBLICATIONS, INC. (Expana Markets), as they are the only source capable of providing the required brand-name Expana Markets database. However, DLA has exercised, and continues to exercise, competition as often as possible and is required to conduct ongoing reviews to keep abreast of new technology, both in industry and the Government. As a continuing effort, DLA utilizes a variety of vendors, manufacturers, and contracts to fulfill its requirements and will continue the practice of surveying the market to ensure full and open competition to the maximum extent practicable.

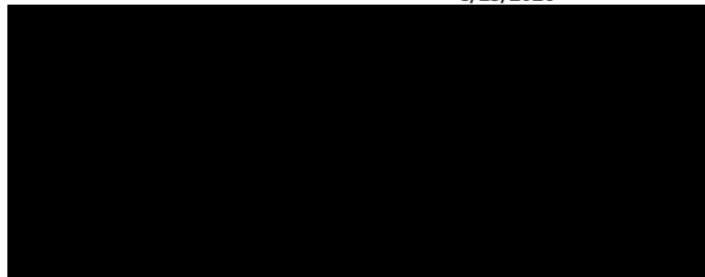
As mentioned previously, *no other firm, nor Re-Sellers of Actian Corporation, can provide maintenance for this brand name product due to the proprietary nature of the software.*

12. CONTRACTING OFFICER CERTIFICATION THAT THE JUSTIFICATION IS ACCURATE AND COMPLETE TO THE BEST OF THE CONTRACTING OFFICER'S KNOWLEDGE AND BELIEF.

Technical/Requirements Certification:

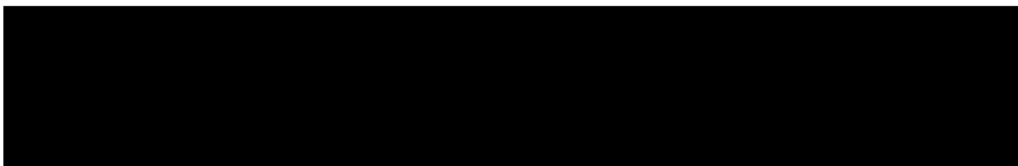
Pursuant to FAR 6.104(b), I hereby certify that the information provided for which I am responsible and which form a basis for this justification are complete and accurate.

8/25/2026



Contracting Certification:

I have reviewed and approved this justification.



Contracting Officer
DLA Contracting Services Office