



June 25, 2018

United States
Department of
Agriculture

Office of the
Assistant Secretary
for Administration

Office of Contracting
and Procurement

Procurement
Operations Division

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ACQUISITION OPERATING PROCEDURE (AOP)

From: Richard R. Jiron
Mission Area – Senior Contracting Official

Subject: AOP No. 3: Acquisition Planning and Market Research

- ◆ **PURPOSE:** This Acquisition Operating Procedure is to provide guidance on the requirements for market research, acquisition planning and related contract file documentation. Acquisition planning and market research are required for all acquisitions to ensure the Government meets its needs in the most effective, economical and timely manner.
- ◆ **EFFECTIVE DATE:** This AOP is effective June 25, 2018.
- ◆ **REVISIONS:** This AOP is replaced in its entirety.
- ◆ **AUTHORITIES:** FAR Subpart 7.1, Acquisition Plans, FAR Part 10, Market Research, and FAR Subsection 12.101(a), Acquisition of Commercial Items; AGAR Subpart 407-1, Acquisition Plans; and Procurement Advisory 130A, Acquisition Planning and Major System Reviews.
- ◆ **PROCEDURES:**
 1. Acquisition planning and market research is a collaborative effort between contracting personnel and program office officials.
 2. Acquisition planning shall be performed for all acquisitions in order to promote and provide for acquisition of commercial items to the maximum extent practicable; to provide for full and open competition to the maximum extent practicable; and to select the appropriate contract type. The extent of market research will vary, depending on factors such as urgency, estimated dollar value, and complexity of the requirement.
 3. Contracting Officers, with assistance from program officials, shall complete the:
 - a. Market Research/Commercial Item Determination Record - Attachment 1, for all acquisitions over the micro-purchase threshold (MPT).

- b. Acquisition Plan – Attachment 2, in accordance with FAR 7.105, and as required by Procurement Advisory (PA) 130A and subsequent revisions; and for acquisitions above the simplified acquisition threshold (SAT); except when exempted pursuant to paragraph 2(g) of PA 130A –
 - i. Market Research supports an expectation that offers will be received from at least two responsible firms;
 - ii. The action does not exceed the dollar values specified in AGAR 434.001(a) (and is not designated as a major system by the USDA Acquisition Executive or the Major Information Technology Systems Executive); ***and***
 - iii. The award will be firm-fixed-price.

◆ **EXPIRATION DATE:** This AOP shall remain in effect until canceled.

(END)