

Directive 233.1
12/13/93

PROCUREMENT OF PRINTING AND REPRODUCTION
SERVICES - WASHINGTON, DC, AND FIELD OFFICES

I. This Directive:
PURPOSE

A. Identifies the printing and reproduction services available to Agricultural Marketing Service (AMS) headquarters and field offices, and prescribes procedures for obtaining such services.

B. * - Applies to the reproduction of administrative forms, instruction manuals, directories, regulations, directives governing USDA employees, and preliminary reports and drafts that are distributed to USDA personnel and official cooperators who need the information to carry out their program responsibilities.

C. Applies to the reproduction of non-administrative publications, and other material containing illustrations or visuals, primarily intended for distribution to the general public. - *

II. This Directive replaces AMS Instruction
REPLACEMENT 233-1, Rev. 2, Procurement of Reproduction
HIGHLIGHTS Services - Washington and Field, dated 12/19/83. Changes are
marked with asterisks.

III. * - The rules and regulations that establish and
AUTHORITIES define Federal publishing and printing activities, and provide
guidelines for minimizing waste and duplication within the
Federal Government, are:

A. Title 44 of the United States Code. This law established the Congressional Joint Committee on Printing (JCP) for the purpose of providing policy and oversight of Government printing and publishing. It also empowers the Government Printing Office (GPO) to procure all Federal printing, binding, and distribution services.

B. Government Printing and Binding Regulations of the JCP. JCP regulations focus on and clarify the requirements of the applicable laws regarding the procurement of Government printing requirements.

C. U.S. Department of Agriculture Regulation 1420-1, Composition and Printing. This regulation describes policies and procedures for the production and procurement of typesetting, composition, printing, microforming, and duplication of materials for USDA. - *

IV. * - It is AMS policy to promote procedures that
POLICY achieve maximum economy, efficiency, and uniformity in the
development and maintenance of the Printing Management Program,
and to ensure that the procedures are consistent with operational needs. - *

V. * - The following definitions are based on those
DEFINITIONS set forth in the Government Printing and Binding Regulations
published by the JCP, the Congress of the United States, and
USDA regulations:

A. Administrative Documents. A document for internal use only, not intended for the general public. The audience is limited to USDA personnel and official cooperators who need the information to carry out the Agency's program responsibilities.

B. Non-Administrative Documents. A document intended for the general public.

C. Printing. Printing includes and applies to the processes of typesetting, composition, plate making, presswork, silkscreen, binding, and microform; the equipment used in such processes; and the end items produced by such processes or equipment, irrespective of the place of production, origin of requirement, or ultimate end use of the printing. Printing does not include the duplication of items such as office correspondence, interoffice work sheets, schedules, and copy processing.

D. Form Style. All printing shall comply with the form determined by the Public Printer, the General Services Administration, and the USDA Visual Management Manual. The USDA Visual Management Manual and the GPO Style Manual are the standard guides for USDA publications and other printed materials.

E. Duplicating/Copying. This is used essentially for reproducing administrative material, and means the processes of reproducing:

1. Using stencils, masters, and plates, which are to be used on single-unit duplicating equipment no larger than 11 x 17 inches, with a maximum image of 10-3/4 x 14-1/4 inches; and are prepared by methods or devices that do not utilize usable contact negatives and/or positives, prepared with a camera requiring a darkroom.
2. Using copy-processing, short-order or copier-duplicating machines employing electrostatic, thermal, or other copying processes.
3. Materials in volumes not to exceed 5,000 production units of any one page, and 25,000 production units in the aggregate of multiple pages. A production unit is one sheet, size 8-1/2 x 11 inches, one side only, one color. - *

VI.
RESPONSI-
BILITIES

A. * - The Administrator has overall responsibility for the Agency's Printing Management Program.

B. The Deputy Administrator, Management, as delegated by the Administrator, has direct responsibility to control and coordinate all matters regarding printing services within the Agency.

C. The Director, Management Services Division (MSD), has overall responsibility for the implementation of the Printing Management Program and for all printing management support services provided to AMS personnel.

D. The Chief, Information Management Branch (IMB), through the Records, Mail, Printing and Distribution Management Section (RMPDMS), manages the AMS Printing Management Program by:

1. Reviewing all requests for printing services submitted by Divisions/Staffs for appropriate approvals.
2. Ensuring that materials submitted for printing meet the guidelines, including form style, established by the JCP and USDA.
3. Determining the appropriate source and the most economical method of acquiring typesetting, composition, printing, duplicating, and copying services.
4. Resolving (with notification to Divisions/Staffs) any difficulties, discrepancies, scheduling and rescheduling, delivery, and any changes in printing specifications regarding a print request.
5. Managing the distribution of publications in an effective

and economical manner, considering the needs of the user and limitations established by USDA's program of publications cost reduction and cost recovery.

6. Providing Divisions/Staffs with cost estimates and quarterly printouts of their printed requirements.

7. Providing assistance in obtaining design and typesetting work in the most economical manner.

E. Division/Staff Directors (or their designees) have the responsibility to:

1. Ensure that all necessary approvals for procuring printed material have been obtained prior to submitting the request to RMPDMS.

a. Administrative material requires a certification, from the Division/Staff Director, that the content of the material is correct, and that the intended audience is limited to USDA employees and official cooperators, who need the information to carry out the Agency's program responsibilities. When the distribution for administrative material includes the general public, the publication must be processed through the AMS Information Staff in accordance with AMS Directive 162.1.

b. Non-administrative material must be processed through the AMS Information Staff in accordance with AMS Directive 162.1.

c. Market News Reports will be approved by the Division Director preparing the report. Additional approvals are not necessary.

2. Plan their printing and reproduction requirements in a manner that will eliminate rush/costly printing requests. After required approvals have been obtained, normal processing times for printing requests are as follows:

a. MSD - 3 workdays after receipt by RMPDMS.

b. USDA Duplicating Center - 5 workdays after receipt.

c. GPO - 1 to 8 weeks after receipt, depending on the type of printing requested.

3. Ensure that Washington, DC, offices do not conduct oral or written negotiations with GPO or its contractors, but channel all requirements and inquiries through RMPDMS. Field offices may contact regional GPO offices, after approval from their respective Administrative Officer.

4. Submit justification, prior to printing, through the USDA's Office of Public Affairs, for the use of separate covers, including hard-bound covers, coated stock, and the use of two or more colors.

5. Ensure that no officer or employee of their Division/Staff agrees or offers to participate in any arrangement for obtaining composition or printing by a contractor, to avoid clearance in the Department or to avoid obtaining composition or printing through Department channels. - *

6. Ensure that the following reports are prepared and submitted to RMPDMS:

- a. An annual report at the end of the fiscal year for all printing, typesetting, composition, and binding procured through GPO's Regional Printing Procurement Offices.
- b. A semiannual report for field printing procured directly from commercial sources. This report must include one copy of the written waiver from GPO authorizing the purchase.
- c. An annual report on inventories of equipment and power-operated collating machines purchased during the fiscal year for use in locations other than an authorized printing plant.

VII.
RESTRICTIONS

* - The authority to request reproduction services does not include the authority to obtain reproduction services through sources or in a manner other than those prescribed in this Directive. All Federal Government printing services and equipment must be procured through GPO and the JCP. - *

VIII.
PROCEDURES

A. * - Headquarters Offices.

1. Printing Services. All headquarters requests for the procurement of printing services will be processed through RMPDMS, IMB, MSD. The originator shall obtain the necessary approvals and forward one complete copy of Form AMS-188, Printing Request; the required justifications; the required approvals; and a camera ready copy of the material to be printed, to RMPDMS. (Attached to this Directive is an original Form AMS-188 that may be photocopied for use. The form may also be obtained from RMPDMS.) The specific steps required are as follows:

- a. Originators should contact RMPDMS in the planning stages for all requests for printing services, so all required justifications and/or required approvals will be identified.
- b. Originators shall forward all requests for printing services, with any required justifications, to their Division/Staff Director for approval.
- c. If required, other approvals shall be obtained.
- d. The request shall then be processed through the Division/Staff's Administrative Officer for the obligation of funds.
- e. The Administrative Officer shall forward the requests for printing services to RMPDMS. RMPDMS shall process the request through the Department to GPO.
- f. Requests for permission to purchase printing equipment shall be processed using the same steps as described above in paragraphs A.1.a. - e., except that the request will be processed through the Department to JCP.

2. Centralized Copying/Duplicating Services. Central copying centers and self-service copying stations, under the direction of the Office of Operations, supplement the services provided by the Department's Printing Plant. Divisions may obtain these short-order duplicating services directly, without assistance from RMPDMS. Limitations: self-service copying stations - 25 copies per original; central copying centers - 26 or more copies per original (maximum of 5,000 copies).

B. Field Offices. Field offices should contact their Administrative Officer to determine if the requested material may be printed in the field. The only material that is authorized for field printing is

material that is determined to be administrative and used only in the geographical area of origin. If the material is authorized for field printing, the office may then contact the nearest Government Printing Office and request permission to procure the printing. One copy of the authorization to procure printing will be forwarded to RMPDMS through the Administrative Officer.

IX. All questions concerning printing should be
QUESTIONS directed to RMPDMS, IMB, MSD. - *

L.P. Massaro
Deputy Administrator, Management

Attachment

The Attachment to this Directive is a copy of Form AMS-188. For a copy of this form, contact AMS-Information Management Branch.

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