Agency Spend & Competition Brief

Department of the Interior × NAICS 332618 · Pythia Digital LLC · 2026-07-25

Competition profile - FY2023+FY2024+FY2025 (USASpending Award Data Archive)

How competitive this NAICS × agency cell is, measured over the swept window (FY2023+FY2024+FY2025).

- Category-coded slice (5660, 5680, Y1PZ, Z1PC, Z2PZ): **$1,552,211** obligated across **15** winners, median offers **4.0**
- *Full NAICS context:* the whole NAICS 332618 cell is $1,881,082 across 22 winners - this includes non-category products and is **not** the addressable market.
- Set-aside rate: **82%** · SDVOSB rate: **0%**

Top recipients - last 3 years, by total award value

A multi-year live lookback ranked by current total award value (which includes multi-year IDIQ/BPA ceilings). This window and dollar metric differ from the single-fiscal-year obligations above. The two figures are not directly comparable: a single recipient's multi-year ceiling can exceed one year's obligations. These rows show who the dominant players are, not annual spend.

Across **26** awards in this window, **$1,444,244** in total award value was recorded. The leading recipients (these sum to the figure above, not to the cell total):

Recipient	UEI	Location	Award value	Awards	Last award
BAKER FENCING SOLUTIONS INC	CL83K4FA5CA4		$283,469	2	2024-09-18
MOOWEEP LLC	SD27CUMTN7V9		$242,778	3	2026-02-13
HERCULES FENCE OF MARYLAND, L.L.C.	RS6HABJGJXM3		$146,441	1	2025-05-27
RLH INC.	FNABAEG3GU73		$144,626	4	2026-06-11
MESILLA VALLEY METALS, LLC	Z1X7HBGFTEM9		$117,200	1	2024-09-10
VALIOSA LLC	F1YEFWE2DRT7		$94,445	1	2026-02-25
ROSWELL LIVESTOCK & FARM SUPPLY INC	CAK1KMSS1TP5		$93,298	1	2023-12-22
J & N MARKETING, INC.	VYG6NJW9FKR5		$64,290	2	2026-05-06
BUSHTO LLC	KL27P711VMC8		$57,084	1	2024-01-25

Recipient	UEI	Location	Award value	Awards	Last award
JR LANDSCAPE & FACILITY MANAGEMENT LLC	NT3LPXJLJWA3		$37,350	1	2024-07-09
SAVE AGAIN.COM	LQ4ANJBX8M67		$35,955	1	2025-09-16
THE ARCHIE CORPORATION LLC	LES5MMLX3PZ8		$27,834	1	2024-08-09
THE WAHLBERG TEXAS CORPORATION	LNV2DCX9TBW8		$23,203	1	2024-08-21
MACCAFERRI, INC.	F2BTFRMGSND1		$21,931	1	2025-08-13
INTERMOUNTAIN FARMERS ASSOCIATION	RL6FZ8KV4N55		$16,800	2	2026-02-24
K A DAY LLC	E79RTQ4HAGN8		$15,151	1	2024-04-11
TATTERSALL SUPPLY, LLC	FLYKR3CDM937		$14,690	1	2023-09-13
CERTEX USA, LLC	YNHPTEFMMMV4		$7,700	1	2024-07-23

What this means for your positioning

This is the most winnable cell in the entire engagement, and it is small enough that most competitors never look at it. Interior's 332618 category-coded slice carries **$1,552,211 in obligations across 15 winners at a median of 4 offers**, and the full NAICS context line shows why it deserves attention out of proportion to its size: the whole 332618 cell at Interior is $1,881,082 across 22 winners, so **the fencing-coded slice is 83% of everything Interior buys under this code**. There is no non-category noise to filter out. This code, at this agency, is fencing.

The set-aside rate is 82% and SDVOSB is 0%. Four of every five dollars are reserved for small business, and no socioeconomic certification beyond ordinary small business status is required to compete for them.

The incumbents are peers, not obstacles. Every name at the top of the recipient table is a small regional fencing firm: **Baker Fencing Solutions with 2 awards for $283,469, Mooweep LLC with 3 for $242,778, and Hercules Fence of Maryland with 1 for $146,441.** Note the absolute numbers. The leading position in this cell was built on two awards totaling under $300,000. There is no national manufacturer here, no incumbent with a protected relationship, and no scale requirement. Baker Fencing Solutions is an Arizona company, which establishes directly that a Southwest regional crew can hold the top spot in this cell.

Recommended entry move: register under 332618 immediately and treat this as the proving ground. The cell is small in dollars, which is exactly what makes it the right first target. Awards in the $50,000 to $250,000 range sit well inside the $350,000 simplified acquisition threshold (raised from $250,000 on 2025-10-01), they are set aside for small business four times out of five, they draw a median of four offers, and the current leaders are firms of comparable size. A win here produces the federal past-performance reference that every larger pursuit in this engagement requires, and it produces it faster and at lower bid cost than any other cell in this report.

Pair this pursuit with the 238990 Interior lane. They are the same buyers, often the same offices, purchasing the materials and the installation as separate awards. Being registered under both codes doubles the number of solicitations seen from a single set of relationships.

Methodology & sources

All data is drawn from **USASpending.gov** (FPDS contract data, US-government public-domain), retrieved 2026-07-25. The **competition profile** is a multi-fiscal-year sweep (FY2023+FY2024+FY2025) of the USASpending Award Data Archive - *offers received* is its `number_of_offers_received` field, and its dollars are obligations. The **top-recipients** table is a separate multi-year live `spending_by_award` lookback ranked by current total award value (which includes IDIQ/BPA ceilings); the two are different scopes and are reported separately by design. No licensed entity data (SAM Entity API / Dun & Bradstreet) is used in this report.
