

**NOTICE OF INTENDED DECISION
TO ENTER INTO A SINGLE SOURCE CONTRACT
(PUR 7778)**

This notice of intended decision to enter into a single source contract is posted in accordance with section 287.057(3)(c), Florida Statutes.

AGENCY

FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES

TITLE

Short description of the commodity or service desired:

FLORIDA CATTLEMAN'S ASSOCIATION

CONTACT

Name: **VIANKA COLIN, PURCHASING DIRECTOR**
Address: **407 S. Calhoun Street, SB-8 Mayo Building, Tallahassee, FL 32399**
Telephone: **(850) 617-7181**
Email: **Vianka.Colin@FreshFromFlorida.com**

Internal tracking number, if any: **SS 15 16 137**

DMS Single Source number, if applicable:

Date Posted: 05/9/2016; 12:00 P.M.

Time Posted: 05/12/2016; 12:00 P.M.

Commodity or Service Required (commodity class and group, manufacturer, model, and description, as appropriate): **80171603**

Requestor (division, bureau, office, individual, as appropriate): **Alyssa McKnight, Division of Marketing and Development**

Performance and/or Design Requirements (intended use, function or application, compatibility etc. requirements; reference to policy, rule, statute or other act of the Legislature, etc., as appropriate):

Cost Reimbursement

- **Leverage mobile engagement to drive up sales of beef in Florida in May, 2016.**
- **Deliver an effective and measureable pilot program to prove the Ibotta concept by monitoring the following success metrics.**
 - **Units moved at retail**
 - **Consumer shopping list placement**
 - **Redemption velocity**
- **Utilize Ibotta's mobile media engagements to drive trial, awareness and education of the beef industry in the state of Florida.**
- **Program is 100% pay for sale - board only pays for a verified sales at retail.**
- **All campaign data (customer demo and geo) shared with board for the entirety of the campaign free of charge, through a real-time dashboard.**
- **Scratch and win viral contest, social media takeover, social media ads and management, contextual targeting and management, video production, blogger campaign and management, advertorial broadcast programming/management.**

Intended source (vendor, contractor):

FLORIDA CATTLEMAN'S ASSOCIATION

Price:

Approximate Amount: Up to \$194,000

Approximate Contract Amount: \$100,000

Justification for single source acquisition (what is necessary and unique about the product, service or source; steps taken to confirm unavailability of competition, as appropriate):

The Florida Cattleman's Association has, as part of its responsibility, the certification of Qualified State Beef Councils (QSBCs) and the implementation of the provisions of the Federal Order (7 CFR Part 1260, July 18, 1986). While the Beef Board oversees collection of \$1-per-head on all cattle sold in the U.S. and \$1-per-head equivalent on imported cattle, beef and beef products, the QSBCs collect the money in their states and may retain up to 50 cents for approved programs conducted locally or in support of nationally-funded programs. The Florida Cattleman's Association has distribution channels in place for Florida Beef that are designed to target retail customers and is the states QSBC.

Single Source

In accordance with 216.3475, F.S., as a non-competitive award, the rate of payment stated herein is not in excess of the competitive prevailing rate for these services.

Approved By (names & titles, as appropriate, e.g., requestor, requestor management, information systems, budget, purchasing):

Darica H. Smith, Director, Division of Marketing and Development

Alyssa McKnight, Division of Marketing and Development

Vianka Colin, Purchasing Director

D. Alan Edwards, Director, Division of Administration

Failure to file a protest within the time prescribed in section 120.57(3), Florida Statutes, or failure to file a bond or other security within the time allowed for filing a bond, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes.