

**DESCRIPTION OF INTENDED  
SINGLE SOURCE PURCHASE  
(PUR 7776)**

**AGENCY**

**FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES**

**TITLE**

**Food Network Magazine**

**CONTACT**

**Name: CHRISTIE HUTCHINSON, PURCHASING DIRECTOR**  
**Address: 407 S. Calhoun Street, SB-8 Mayo Building, Tallahassee, FL 32399**  
**Telephone: (850) 617-7181**  
**Email: Christie.Hutchinson@FreshFromFlorida.com**

**Internal tracking number, if any: SS 13 14 120**

**Date posted: 09/06/2013; 12:00 P.M. Last day for receipt of information: 09/17/2013; 12:00 P.M.**

This description of commodities or contractual services intended for purchase from a single source is posted in accordance with section 287.057(5)(c), Florida Statutes and will remain posted for a period of at least 7 business days.

**Commodity or Service Required** (commodity class and group, manufacturer, model, and description, as appropriate): **973-040**

**Quantity or Term** (as appropriate): **Date of Contract Execution to June 30, 2014**

**Requestor** (division, bureau, office, individual, as appropriate): **Mindy Lee, 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):

- **Advertise in high circulation magazine with popularity as the #1 epicurean magazine in the United States. The target for this particular ad campaign is a predominantly female audience with an average household income of \$64,000 and the primary household grocery shoppers.**

**Intended source** (vendor, contractor):

**Food Network Magazine**

**Estimated Dollar Amount:**

**Approximate Amount: Up to \$194,000**

**Approximate Contract Amount: \$74,168**

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):

**Florida Network Magazine was chosen due to their extraordinary wide demographic reach of 620,000 subscribers regionally with an average household income of \$64,000 a year that also are the primary household grocery shoppers. The magazine is the uniquely qualified to deliver the Florida Gulf Safe message to targeted demographics of the marketing campaign.**

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):

**Mindy Lee, Division of Marketing and Development**

**Susan Nardizzi, Division of Marketing and Development**

**Christie Hutchinson, Purchasing Director**

**D. Alan Edwards, Director, Division of Administration**



Prospective vendors are requested to provide information regarding their ability to supply the commodities or contractual services described. If it is determined in writing by the agency, after reviewing any information received from prospective vendors, that the commodities or contractual services are available only from a single source, the agency shall:

1. Provide notice of its intended decision to enter a single-source purchase contract in the manner specified in s.120.57(3) FS, if the amount of the contract does not exceed the threshold amount provided in s.287.017 for CATEGORY FOUR.
2. Request approval from the Department of Management Services for the single-source purchase, if the amount of the contract exceeds the threshold amount provided in s.287.017 for CATEGORY FOUR. If the Department of Management Services approves the agency's request, the agency shall provide notice of its intended decision to enter a single-source contract in the manner specified in s.120.57(3), FS.