

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

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](mailto:Vianka.Colin@FreshFromFlorida.com)

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

Date posted: **04/28/2016; 12:00 P.M.** Last day for receipt of information: **May 9,2016; 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(3)(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): **80141626**

Quantity or Term (as appropriate): **Date of Execution thru June 30, 2016**

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**

Estimated Dollar Amount:

**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 Florida Cattleman's Association 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  
Vianna Colin, Purchasing Director  
D. Alan Edwards, Director, Division of Administration

*Christopher S. Green for DHS*  
*Alyssa C. McKnight*  
*V. Colin*  
*J. B. H.*

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.