

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

AGENCY: Department of Citrus

TITLE: Consultant

Short description of the commodity or service desired: Provide advice and counsel on policy matters important to the Florida Citrus industry

CONTACT

Name: Kimberly Pittzer

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Internal tracking number, if any: 2022-SS-03

Date posted: 05/05/21 Last day for receipt of information: 05/13/2021

This description of commodities or contractual services intended for purchase from a single source is posted in accordance with Sections 120.57(3) and 287.057(3), Florida Statutes, and will remain posted for a period of at least 7 business days.

Commodity or Contractual Service Required (commodity or United National Standard Products and Services Code (UNSPSC), manufacturer, model, and description, as appropriate):
80171906

Quantity or Term (as appropriate):

July 1, 2021 through June 30, 2022

Requestor (division, bureau, office, individual, as appropriate):

Shelley Rossetter

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

Provide counsel on policy issues as it relates to agriculture, pesticides and policy changes affecting Florida citrus growers, as well as assist in navigating Capitol Hill to secure long term sustained funding to support the Florida Citrus industry. Arrange meetings with and on behalf of FDOC, research and provide counsel on numerous factors. Work with industry partners to ensure all Florida Citrus industry needs are met.

Deliverables include a monthly report of duties performed and/or goals achieved due 30 days after the close of the month. Payment will be distributed upon receipt of summary each month.

Intended Single Source:
The Normandy Group

Estimated Dollar Amount:
\$34,500.00

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):

Dr. John J. Goldberg is a partner at The Normandy Group and founder of Science Based Strategies, a Washington, DC based food, agriculture and environmental policy consulting firm. In addition to consulting with Science Based Strategies and Normandy Group clients, Dr. Goldberg serves as a science advisor to a Farm and Food Task Force established by Porter Novelli, and is a member of the Florida Department of Citrus' Cabinet of Experts. His experience in and knowledge of the Florida Citrus industry give him a unique understanding of the policy needs of growers.

Prior to joining the Normandy Group, Dr. Goldberg served for 22 years as Science Advisor to the Committee on Agriculture in the United States House of Representatives. In this role, Dr. Goldberg was the principal policy advisor to 7 Chairmen for issues including animal health and welfare; food safety; livestock, dairy and poultry programs; fruit and vegetable programs; agricultural marketing and promotion programs; grain standards; homeland security and bioterrorism; plant health; pesticide regulation; water and air quality; biotechnology; agricultural research, education and extension; Sanitary and Phytosanitary Standards for international trade (SPS); and organic agriculture.

Dr. Goldberg was responsible for numerous titles and subtitles of the last 4 farm bills. In the intervening years, Dr. Goldberg was the senior policy advisor to committee members responsible for development, advocacy and enactment of other major legislative initiatives including the Food Quality Protection Act of 1996; the Agricultural Research, Extension, and Education Reform Act of 1998; the Plant Protection Act of 2000; the Public Health Security and Bioterrorism Preparedness and Response Act of 2002; the Specialty Crop Competitiveness Act of 2004; the Pesticide Registration Improvement Acts of 2004, 2008 & 2012; the Food Safety Modernization Act; the Country of Origin Labeling Amendments Act of 2015; and most recently efforts initiated in the House of Representatives to establish national uniformity for marketing claims disclosing the presence of genetically engineered ingredients in food.

Dr. Goldberg holds a Bachelor of Science degree in Animal Science from Rutgers University, a Master of Science degree in Animal Sciences from the University of Vermont, and Doctorate in Animal and Food Sciences; and Microbiology and Molecular Genetics also from the University of Vermont. Following his graduate work, Dr. Goldberg accepted a Post-Doctoral Research appointment in both the Department of Dairy and Animal Science, and the Department of Veterinary Science at the Pennsylvania State University. John's past academic research focused primarily on microbiological factors affecting milk quality and animal health.

About the Normandy Group, LLC:

The Normandy Group, LLC is a well-respected, bipartisan government relations firm based in Washington, D.C. The firm is comprised of an experienced and dedicated team of professionals including a former Member of Congress, former high level staff members with experience in

Congress, the Executive Branch, and federal agencies, and a highly capable research and operations staff.

Founded in 2006 with the mission of providing hands-on, dedicated lobbying and federal government relations services and expertise to our clients, The Normandy Group has a proven track record of helping clients to successfully navigate the federal government and accomplish their priorities.

The firm's diverse background and dynamic structure enable us to provide customized, strategic services to a host of clients including Fortune 500 companies, colleges and universities, hospitals, local municipalities, trade associations, and not-for-profit organizations. The services we provide vary by client.

Whether influencing policy and drafting legislation or winning grants and helping access other federal funding streams, The Normandy Group is constantly helping our clients develop and implement detailed strategies focused on realizing the most beneficial-possible interactions with the federal government.

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

Kimberly Pittzer, Administrative Services Manager

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: provide notice of its intended decision to enter a single-source purchase contract in the manner specified in Section 120.57(3), F.S.