

DOC CONTRACTS DURING Fiscal Year 2008-09  
July 1, 2008 – June 30, 2009

Contract Number/ Contract Manager	Vendor	Contact Name Address	Service	Last Amended	Date Begin	Date End	Amount	Procurement Method (See Bottom)
03-08	University of FL, IFAS		Lease Agreement, Lake Alfred Dept desires to occupy office & lab space for conducting Dept's fresh fruit & processing research related to FL citrus at CREC	Amended each July - renegotiate sq foot  Amended 1 Yr Ext.	09/18/03	<b>06/30/09</b>	\$138,880.00 (2003-2004) \$5,000.00 (Library) \$10,000.00 (Common Sp)	DMS Approval
04-18 Killeen	The Richards Group, Inc.	Lance Miceli 8750 N Central Expy, Suite 1200 Dallas, TX 75231	Dept requires professional advertising, marketing & promotional services to support functions of Dept in US & Canada.	Amend Align contract yr to budget yr... Amend 9/05 to set bonus	08/27/04	<b>06/30/09</b> Option to renew-up to 5 years	1.8 Million Cap	RFP 03-21
04-31 King	AgroSource, Inc.	Taw W. Richardson Post Office Box 1341 Mountainside, NJ 07092-0341	Dept requires a commercial ag chemical company to manage the development, manufacture & registration of a citrus abscission agent (CMNP) & ultimately supply, commercialize & steward product.		12/17/04	<b>12/31/10</b>	1,145,000.00 Mgmt fees 150,000 09-10 145,000 08-09 175,000 07-08 240,000 06-07 265,000 05-06 170,000 04-05  \$7M-\$10M Devl costs	RFP 04-04
05-08 Norberg	ACNielsen US, Inc.	Todd Borah 1145 Sanctuary Pkwy Suite 450 Alpharetta, GA 30004	Dept requires ongoing information & analysis to provide understanding of consumer purchasing	01/08 Amended Scanning Info Services	06/23/05	<b>06/30/10</b>  2 one year options to	\$341,912 .00 FY 07-08  \$383,695.00	RFP 04-16

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			patterns among beverage categories. Will provide analysis of beverage market trends & identify areas of concern or opportunity. Dept. also receive ongoing info and analysis to provide key consumer issues among beverage categories, etc.	aligning Dept database structure with yearly business needs.		renew	FY 08-09 393,256.00 FY 09-10	
05-20 Stinson	Vanderbilt University Medical Center		Dept desires research to investigate whether the consumption of grapefruit or grapefruit juice prior to meals will enhance weight loss intervention, etc.		02/22/06	Extended to <b>06/30/09</b>	\$371,521.00	RFP 05-03
06-08 Brown/ Yetter	Oricom Co., LTD	Hideo Nagai, Pres Shiodome City Center 1-5-2 Higashi- Shimbashi, Minato-ku Tokyo, Japan 105-7712C	Dept requires an advertising agency to represent Dept in Japan that is strategically focused, results oriented and able to work as part of team to expand market for Florida citrus products in Japan.	10/06 amended Agency Fee Schedule	07/01/06	<b>06/30/09</b>	2M Cap - Per fiscal year determined by program budg	RFP 05-08
06-09 Brown/ Yetter	Yamano & Associates	Emile Yamano President Residence Viscountess, Ste 310 1-11-36 Akasaka, Minato-ku Tokyo, Japan 107-0052	Dept requires an agency that is strategically focused, results oriented and can work as part of team to expand market for Florida citrus in Japan.		07/01/06	<b>06/30/09</b>	\$600,000.00 Per fiscal year determined by program budg	RFP 05-07
06-18	NVDMC	J. Peter Chaires	Program that would evaluate	Amended	09/25/06	<b>09/30/09</b>	\$470,000.00	RFP 06-04

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Norberg	New Variety Develop & Mgmt Corp	Executive Director Post Office Box 1113 Lakeland, FL 33802-0148	and prioritize Florida's needs for new citrus varieties, including those needed for consumer market expansion & disease & pest tolerance.	09/07		(Option to renew for 3 years)		
06-24 King	AgroSource, Inc.	Taw W. Richardson Post Office Box 1341 Mountainside, NJ 07092-0341	Develop and execute a Quality Assurance Plan (QAPP) and auditing procedures commensurate with requirements for environmental study QAPP's as defined by EPA	06/02/09 1 additional year-EPA required studies	03/02/07	<b>06/30/10</b>	\$444,609.00  105,228 06-07 151,264 07-08 138,117 08-09 50,000 09-10	RFP 06-07
06-26 Funkhouser	FL Citrus Mutual	Mike Sparks Post Office Box 89 Lakeland, FL 33802	Pursuant to section 601.992, F.S., & Rule 20-7, FAC Dept is to compel citrus fruit dealers regulated by Dept to remit to FMC, a qualified not-profit corp, the dues required for such qualified non-profit		03/06/07	<b>06/30/11</b>	N/A	N/A
06-27 Norberg	FCIRCC	Tim Anglea, Chairman Post Office Box 89 Lakeland, FL 33802	Department support of FCIRCC through funding of operations	Amended 02/28/08  1 Yr Renewal	03/01/08	<b>02/29/09</b>  1 Yr Option to Renew	101,000.00 FY 2008-09  \$83,666.66 FY 2007-08  \$55,000.00 FY 2006-07	Single Source
07-04 Keck	State of Florida, Office of Attorney		This contract will allow the Office of Attorney General to represent the Department in various matters through the	06/30/08 Amended  1 Yr Renewal	07/01/08	<b>06/30/09</b>	As Needed	AG Approval

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	General		use of Letters of Authorization, if the Commission so desires.					
07-07 Killean	Golin Harris (Domestic)	Ms. Wendy Love Exec VP 111 East Wacker Dr Chicago, IL 60601	Professional global public relations, public affairs, marketing and promotional services designed to support the functions of FDOC		07/01/07	<b>06/30/12</b> Option to Renew up to 5 years FCC Appr	Cap determined annually by budget	RFP 06-14
07-08 Brown/ Yetter	Golin/Harris (International)	Ms. Wendy Love Exec VP 111 East Wacker Dr Chicago, IL 60601	Professional global public relations, public affairs, marketing and promotional services designed to support the functions of FDOC		07/01/07	<b>06/30/10</b>	Cap determined annually by budget	RFP 06-12
07-09 Brown/ Yetter	The Richards Group (Canada)	Lance Miceli, Principal 8750 N Central Expy, Suite 1200 Dallas, TX 75231	Professional Advertising firm to support FDOC functions in Canada		07/01/07	<b>06/30/10</b>	Cap determined annually by budget	RFP 06-11
07-12 Norberg	Millward Brown Atlanta USA	Michael J. Albanese Account Group Dir. 11675 Rainwater Dr Alpharetta, GA 30004	Dept has need of information regarding the effectiveness of tv ads. Such info will enable measurement of stated objectives, both comparatively & historically.	06/30/09  Renewed for one year	07/01/07	<b>06/30/10</b>  1 one year Options to renew	\$60,000.00	RFP 06-15
07-15 Palmer	TryFoods International	Francine Stessel VP Operations Advantage Sales & Marketing, LLC dba TryFoods Intl 333 Semoran Commerce Place Apopka, FL 32703	Dept requires in-store installation and maintenance of POS materials	Amended 06/18/08  Amended 04/30/09	07/31/07	<b>06/30/10</b>	Cap to be determined by approved budgets	RFP 06-20

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07-18 Yetter/ Brown	Bryant Christie, Inc.	James C. Christie President Bryant Christie 1521 "I" Street Sacramento, CA 95814	FAS Planning & Reporting, IRReS Tracking System-Assist in submission of Dept's international marketing budget from MAP		09/24/07	10/31/10	\$95,000.00 FY 2007-10 \$15,000.00 Travel	RFP 06-19
07-21 Norberg	Marketing Accountability Partnership (MAP)	Neil Canter Managing Director On Dag Hammar skjold Plaza 40 <sup>th</sup> Floor New York, NY 10017	Dept requires a research agency that can create a return on marketing investment capability through the use of econometric modeling & proprietary optimization tools.		01/02/08	12/31/10  2 one year options to renew	\$303,800.00 FY 2007-08  \$422,520.00 FY 2008-10	RFP 07-01
07-22 Norberg	FreshLook Marketing Group, LLC	Mark Degner, President/CEO 2360 Hassell Road Suite D Hoffman Estates, IL 60195	Dept is interested in receiving on-going reporting of Citrus sales across a broad geography of markets in order to support sales and marketing functions within the Department.		01/02/08	06/30/10  2 one year options to renew	\$71,592.00 FY 2007-08  \$95,456.00 FY 2008-09  \$95,452.00 FY 2009-10	RFP 07-05
07-23 Norberg	Ipsos Reid Corporation	Mauretta Percy Vice President 635 Eighth Ave, SW Suite 600 Calgary, Alberta Canada	Dept requires a research company to conduct multiple taste tests of new citrus varieties and products among consumers in several different US market locations.	06/01/09  One year renewal	01/02/08	06/30/10  One year option to renew	\$172,000.00	RFP 07-04
07-24 Norberg	Millward Brown	Michael J. Albanese Account Group Dir. 11675 Rainwater Dr Alpharetta, GA 30004	Dept requires ongoing information and analysis of consumer awareness and attitudes towards citrus products, consumer awareness and recall of		01/02/08	12/31/09  2 one year options to renew	\$160,400.00 Yearly Cap	RFP 07-06

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			Dept's advertising, and the patterns of consumer purchase and usage in order to provide comprehensive understanding.					
07-27 Norberg	The National Academy of Sciences		Dept., in partnership with industry, desires to establish a new citrus pest and disease research program to be funded by adv trust funds, review of research grant proposals & conduct study for strategic research plan.	06/01/09  Extended 12/31/09	04/01/08	<b>12/31/09</b>	\$247,631.00 FY 2007-08  \$497,769.00 FY 2008-09	Single Source DMS Approval
08-01 Keck	Allen, Dyer, Doppelt, Milbrath, & Gilchrist, PA	Ava K. Doppelt, Esq. Post Office Box 3791 Orlando, FL 32802-3791	Dept requires counsel advice and legal services regarding trademark, copyright, patent and promotional law.		07/01/08	<b>06/30/09</b>	\$25,000.00	AG Approval
08-02 Keck	Gray Robinson, PA	Edwin A. Scales, III, Esquire 201 Front Street Suite 333 Key West, FL 33040	FL Citrus Commission, as Agency head requires General Counsel to provide legal counsel for meetings, legislative matters, Sunshine law issues, ethical concerns, contract issues & litigation matters.		07/01/08	<b>06/30/09</b>	\$60,000.00	AG Approval
08-03 Keck	Keller and Heckman	Richard F. Mann, Esq. 1001 G Street, NW Suite 500 West Washington, DC	Dept requires legal advice on general food law in US and foreign countries. Dept also requires advice in dealing with Food		07/01/08	<b>06/30/09</b>	\$25,000.00	AG Approval

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		20001	& Drug Administration regulations, Federal Trade Commission requirements & litigation matters concerning all areas of food law.					
08-04 King	Univ. of FL (Rampersaud)	Dr. Gail Kauwell Food Science & Human Nutrition Newell Drive, Building 475 Gainesville, FL 32611	Contract with Gail Rampersaud and University of FL to develop new and unique educational strategies aimed at relaying sound citrus based nutritional information.		07/01/08	<b>06/30/10</b>	105,709.00 FY 2008-09  108,454.00 FY 2009-10	Bid Exempt- University
08-05 Carpenter	VISIT FLORIDA  Florida Tourism Industry Marketing Corporation	Cliff Nilson General Counsel VP Gov't Relations 2540 W Executive Center Circle, Ste 200 Tallahassee, FL 32301	Provide 100% pure, not-from-concentrate orange and/or grapefruit juice to be served at all Florida Welcome Stations. This is the first time we have required the purchase of NFC. This covers the purchase of cups, juice as well as advertising placement and signage for DOC.		07/01/08	<b>06/30/11</b>	\$200,000.00	Authorized Legislature
08-06 Norberg	Division of Fruit & Vegetables (FDACS)		The Division of Fruit and Vegetable Inspection has raw data regarding volume movement of fresh Florida citrus to selected markets, and data regarding weekly and year-to-date production by citrus processors and packinghouses. The Department of Citrus needs extracted, compiled, encoded		07/01/08	<b>06/30/10</b>	\$29,850.00	Bid Exempt- Govt Agency

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			and tabulated forms of such data so it may more effectively direct marketing and administrative activities.					
08-07 Keck	Smith, Bryan & Myers, Inc.	Jim Naff 311 East Park Avenue Tallahassee, FL 32301	Consulting firm with appropriate expertise and qualifications to provide legislative and executive branch counsel and advise to Dept to secure funds to supplement grower-funded advertising & research programs.		10/01/08	<b>09/30/11</b>	\$72,000.00	RFP 08-03
08-08 Hodak	The Food Group	Ms. Stacey L. Floberg 14499 North Dale Mabry Highway Tampa, FL 33618	Dept requires a professional promotional agency with an understanding of retail, food service, and school marketing business to support Dept with retail juice/beverage category.		06/20/08	<b>06/30/11</b>  Three 1 Yr Options to Renew	\$2.0 Million Cap	RFP 0
08-09 Mathis	University of FL (Derendorf)	Ms. Anthe Hoffman Research Adm II Division Sponsored Research 207-B Grinter Hall Gainesville, FL 32611-5500	Grapefruit Drug Interaction website maintenance		10/01/08	<b>06/30/09</b>	\$40,000.00	Bid Exempt
08-10 Palmer	LifeClinic International, Inc.	Peter Keane VP Sales 4032 Blackburn Lane Burtonsville, MD 20866	Dept desires to participate in Lifeclinic Advertising Network via health stations located in grocery sector pharmacies.		09/22/08	<b>06/30/09</b>	\$245,219.00	Single Source/ DMS Approval
08-11	Insight, Info&	Bruce F. (Rick) Pensa	Dept requires Consumer		10/01/08	<b>09/30/11</b>	\$80,000.00	RFP 08-02



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08-17 King	USDA/ARS	Agricultural Research Agreements Office Russell Research Center, Room 203 950 College Station RD, Athens, GA 30605-2720	Fresh OJ Study. Identify the phytochemical components in fresh citrus juices associated with health, wellness & nutrition		04/01/09	06/30/10	\$55,573.00	Bid Exempt- Government

Procurement Method

A - Single Source    D - Auditing Services    G - Other  
 B - Bid                E - Legal Services  
 C - RFPS              F - Other Government Agencies

Marketing  
 Econ/Market Research  
 Product Research  
 International  
 Administrative/Operational

updated 06/30/09