

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

AGENCY: FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES

TITLE: IGA, Inc.

Short description of the commodity or service desired: "Fresh from Florida" Grocery Retailer Marketing Program

CONTACT

Name: Edward Rondeau

Address: 407 S. Calhoun Street, SB-8 Mayo Building, Tallahassee, FL 32399

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Email: Procurement@FDACS.gov

Internal tracking number, if any: SS 26 27 46

**Date posted: August 21, 2026    Last day for receipt of information: September 14, 2026**

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 (F.S.), and will remain posted for a period of at least 15 business days.

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

80141600 - Sales and business promotion activities

80171603 – Publicity and marketing advisory service

80171702 - Brand promotion and management services

Quantity or Term (as appropriate):

Date of execution through June 30, 2027

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

Division of Marketing and Development

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):

The Division of Marketing and Development intends to purchase advertising for promotions through its grocery retailer marketing partnership with IGA, Inc., including promoting the "Fresh From Florida" logo through in-store and digital month-long campaign for IGA stores, selected by IGA, Inc., including a dedicated landing page about "Fresh From Florida" and IGA, with a list of all the stores participating in the promotional campaign; in-store signage featuring Florida products; co-branded video advertisement to run on social media platforms, websites, and Connected TV (CTV); co-branded social media posts on IGA, Inc.'s social media platforms.

Pursuant to section 570, F.S., the Department is authorized to promote agricultural products including advertising via promotions, print, television, and digital media. All promotional use of the "Fresh From Florida" logo must comply with department rules and be coordinated through authorized partners.

Intended Single Source:

IGA, Inc.

Estimated Dollar Amount:

Approximate Contract Amount: \$100,000.00

Approximate Amount up to: \$150,000.00

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):

The Independent Grocers Alliance (IGA) was founded to bring family-owned, local grocery stores together under the IGA brand. This nationally known brand gives IGA grocers the ability to better compete, while at the same time, allowing them to be unique to their communities. Because of this structure and relationship, IGA USA, Inc. is the only known vendor able to promote "Fresh From Florida" commodities across multiple stores in national or regional marketing promotions. They are the only known vendor able to:

1. Identify specific IGA stores for the promotional campaign who will have Florida product available in-store during the agreed upon promotional time period.
2. Create and distribute in-store signage to all participating IGA stores.
3. Create and publish digital content, which included the co-branded "Fresh From Florida" and IGA video advertisement, co-branded landing page, and co-branded social media posts.
4. Execute media buys for the digital content, targeted around the specific stores selected for the promotional campaign.

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

Whitney Lett, Development Representative Supervisor, Division of Marketing and Development

Yolanda Roundtree, Chief, Bureau of Seafood and Agriculture

Susan McKinley, Director, Division of Marketing and Development

Stephanie Bergozza, Purchasing Director II, Division of Administration

Joey B. Hicks, 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 provide notice of its intended decision to enter a single-source purchase contract in the manner specified in Rule 60A-1.045, Florida Administrative Code, and section 120.57(3), F.S.