

Single Source Exemption: C010513  
Term: 1/1/09-12/31/09  
Cost: \$32,500

The Department received an exemption from the "Contract Reporter" requirement for an agreement with Milk For Health on the Niagara for a promotion program in the Greater Buffalo, New York market for 2009.

## **Program Background**

This proposed program will distribute reusable shopping (tote) bags with milk promotion messages to visitors to the Erie County Fair who bring 5 milk bottle caps (as proof of purchase) to exchange for the reusable shopping bag. Milk for Health on the Niagara Frontier presently conducts a promotion program at the Erie County Fair and, therefore, this additional promotion would fit in very well with their existing program.

The New York State Dairy Promotion Advisory Board passed a resolution recommending that the Commissioner amend the Milk for Health on the Niagara Frontier Contract to include this additional promotion program. The Board based this recommendation on three primary factors:

- 1) Due to the higher than expected milk production in New York State additional funds were available for milk promotion programs.
- 2) The promotion program proposed by Milk for Health on the Niagara Frontier was approved by a majority vote of the Advisory Board after careful evaluation of the merits of the proposed program.
- 3) Milk for Health on the Niagara Frontier is uniquely qualified as the primary Milk Promotion Agency in Western New York to execute the proposed program.

Milk for Health has a close working relationship with the other major partners in this program. They will work closely with Upstate Niagara Milk Cooperative who will pay for a full page free standing insert in "The Buffalo News" which will promote the promotion program. They will also work closely with the Erie County Fair, with whom they also have a long standing relationship, having conducted other promotions at the Erie County Fair every year for several decades.

There is no other agency so uniquely qualified to conduct a dairy promotion program in Western New York with the necessary relationships with the other partners involved in this promotion.

## **Selection Rationale**

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