

**NOTICE OF INTENDED DECISION
TO ENTER INTO A SINGLE SOURCE CONTRACT
(PUR 7778)**

This Notice of Intended Decision to Enter into a Single Source Contract is posted in accordance with Rule 60A-1.045, Florida Administrative Code, and section 287.057(3), Florida Statutes.

AGENCY: FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES

TITLE: Seafood Nutrition Partnership

Short description of the commodity or service desired: Sponsorship for the Walmart - Seafood Nutrition Partnership "Fall In Love With Seafood" campaign.

CONTACT

Name: Edward Rondeau

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

Telephone: (850) 617-7181

Email: Procurement@FDACS.gov

Internal tracking number, if any: SS 26 27 39

DMS Single Source number, if applicable: SS-16500

Date posted: August 11, 2026 Time posted: 11:00 AM

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

80141600 - Sales and business promotion activities

80171702 - Brand promotion and management service

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

Division of Marketing and Development

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

The Division of Marketing intends to purchase promotional advertising for the “Fall In Love With Seafood” through sponsorship of Walmart – Seafood Nutrition Partnership campaign to develop a custom communications toolkit for consumers, social marketing campaigns, and digital marketing campaigns. Pursuant to Sections 570.07(20), F.S., the Department is authorized to promote agricultural products. This includes advertising via promotions, print, television, and digital media. All promotional use of the “Fall In Love With Seafood” must comply with department rules and be coordinated through authorized partners.

Intended Single Source:

Walmart Inc

Price:

Approximate Contract Amount: \$150,000.00

Approximate Amount up to: \$300,000.00

Justification for Single Source Purchase (what is necessary and unique about the commodity, contractual service, or source; steps taken to confirm unavailability of competition, as appropriate):

The Seafood Nutrition Partnership (SNP) is a national. Non-profit 501(c)(3) organization dedicated to improving Americans' health by encouraging people to eat more seafood. SNP partnered with Walmart Connect (Walmart Inc.) is the closed loop omnichannel media business of Walmart Inc., using their network to connect partners with over 150 million U.S. customers every week, providing access to one of the largest and most diverse audiences anywhere. Walmart Connect is the only known source able to promote and advertise in Walmart, Inc. stores.

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

J. Palmer Linscott, Development Representative Supervisor, Division of Marketing and Development

Yolanda Roundtree, Bureau Chief of Seafood and Agriculture Marketing, Division of Marketing and Development

Susie McKinley, Director, Division of Marketing and Development

Stephanie Bergozza, Purchasing Director II, Division of Administration

Joey B. Hicks, Director, Division of Administration

Failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, or failure to file a bond or other security within the time allowed for filing a bond, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes. Protests may be filed with the agency by:

Mail: Agency Clerk

Florida Department of Agriculture and Consumer Services

The Holland Building

600 South Calhoun Street

Tallahassee, Florida 32399

Email: AgencyClerk@FDACS.gov

Fax: (850) 617-7650