STATE PROCUREMENT OFFICE
NOTICE OF AND REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS

1. TO: Chief Procurement Officer

2. FROM: Dept. of Health (DOH)/Healthy Hawaii Initiative (HHI)

Department/Division/Agency

Pursuant to §103D-102(b)(4), HRS, and Chapter 3-120, HAR, the Department requests a procurement exemption to purchase the following:

3. Description of goods, services or construction:
The DOH wishes to partner with grocery stores statewide that would provide support to the DOH Fruit & Veggies. Good Choice! media campaign by providing the following:
1. Special discounts or promotions on fruits & vegetables during the 8 week media campaign;
2. Coordinate special events to promote fruits and vegetables (e.g., cooking demonstrations, fruits and vegetables recipe tasting, mini-farmers' markets, etc.);
3. Include the DOH fruit and vegetable campaign logo in grocery store's weekly advertisements; and
4. Share grocery store's fruit and vegetable sales data to track the effectiveness of the campaign.
In return, DOH will acknowledge the partnership in its media messages. No exchange of funds will occur.

4. Name of Vendor: Interested grocery stores statewide Address:	5. Price: $0
6. Term of Contract: From: 4/1/2008 To: 8/31/2008	7. Prior Exemption Ref. No.

8. Explanation describing how procurement by competitive means is either not practicable nor advantageous to the State:
DOH will send partnership invitation letters to grocery stores statewide via the Hawaii Food Industry Association (HFIA) to participate in the fruit and vegetable campaign. We strongly believe an invitation letter supported by a trusted and familiar source, such as HFIA, is much more likley to elicit responses from potential partners than a state issued RFP or RFI.

9. Details of the process or procedures to be followed in selecting the vendor to ensure maximum fair and open competition as practicable:
DOH will send potential grocery store partners letters of invitation to partner with DOH in our campaign to promote fruits and vegetables. The HFIA will send out the parternship invitation letters on our behalf. Attached is a draft copy. The HFIA has an extensive membership that includes both large statewide chains and smaller mom and pop shops.

Potential partners will be asked to document their ability and willingness to participate via a Participation Form that will accompany the letter. The Participation Form is a simplified form with a series of yes and no questions. We believe this simplified format will maximize the responses we receive from potential partners.

10. A description of the agency's internal controls and approval requirements for the exempted procurement:
Grocery stores that are able to commit the resources listed above (#1 - #4) will be accepted as a partner in the fruit & vegetable campaign promotion.

11. P.E. No. 08-035-S

REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS (Cont.)

12. A list of agency personnel, by position, who will be involved in the approval process and administration of the contract:

Name	Position	Involvement in Process	
Alice Silbanuz	Public and Prof. Education Coor.	☐ Approval	☒ Administration
Lola Irvin	Tobacco Settlement Proj. Manager	☒ Approval	☒ Administration
		☐ Approval	☐ Administration
		☐ Approval	☐ Administration
		☐ Approval	☐ Administration
		☐ Approval	☐ Administration

13. Direct inquiries to:
Department: HEALTH
Contact Name: Alice Silbanuz
Phone Number: 586-4434
Fax Number: 586-4444

Agency shall ensure adherence to applicable administrative and statutory requirements

14. ***I certify that the information provided above is, to the best of my knowledge, true and correct.***

for Department Head — Date 11/6/07

Reserved for SPO Use Only

15. Date Notice Posted 11/07/07

The Chief Procurement Officer is in the process of reviewing this request for exemption from Chapter 103D, HRS. Submit written objections to this notice to issue an exemption from Chapter 103D, HRS, within seven calendar days or as otherwise allowed from the above posted date to:
Chief Procurement Officer
State Procurement Office
P.O. Box 119
Honolulu, Hawaii 96810-0119

Chief Procurement Officer's comments:

16.
☒ **APPROVED** ☐ DISAPPROVED ☐ NO ACTION REQUIRED

Chief Procurement Officer — Date 11/14/07

SAMPLE

LINDA LINGLE
GOVERNOR OF HAWAII

CHIYOME L. FUKINO, M.D.
DIRECTOR OF HEALTH

STATE OF HAWAII
DEPARTMENT OF HEALTH
P.O. Box 3378
HONOLULU, HAWAII 96801-3378

In reply, please refer to:
File:

October 25, 2007

Ms. Jenai Wall
Chairman and CEO
Foodland Super Market Ltd.
3536 Harding Avenue
Honolulu, Hawaii 96816

Dear Ms. Wall:

The fruit and vegetable campaign is a component of the Department of Health's (DOH) Start Living Healthy public education program that encourages Hawaii's residents to be physically active, eat healthy and live tobacco free. "Fruit & Veggies. Good Choice!" includes TV, radio and print ads. We are seeking grocery store partners to help support the media campaign. Ideal partners would be able to provide the following:

1. Special discounts or promotions on fruits & vegetables during the 8 week campaign;
2. Coordinate special events to promote fruits and vegetables (e.g., cooking demonstrations, fruits and vegetables recipe tasting, mini-farmers' markets, etc.);
3. Include the DOH fruit and vegetable campaign logo in your weekly advertisements; and
4. Share fruits and vegetables sales data to track the effectiveness of the campaign. *Note: Your proprietary information will not be shared with your competitors. Data from all partnering grocery stores will be compiled and presented in aggregate form. Sales data from individual stores and chains will not be shared with the public or competitors.*

In return DOH will include your grocery store's logo on our TV ads that will be aired statewide for 8 weeks. In addition, your store's logo and any special events that you run to support the fruit and vegetable campaign will be advertised in DOH's media messages and online at www.healthyhawaii.com.

You are encouraged to join in this partnership and help support healthy eating in the communities where your stores are located. Please complete the attached form to acknowledge receipt of this letter and notify us of your ability to participate. **Please provide a response by November 30, 2007.** If you have any questions about this request or the fruit and vegetable campaign, please contact Alice Silbanuz, Public and Professional Education Coordinator, at (808) 586-4434, or alice.silbanuz@doh.hawaii.gov.

Sincerely,

Chiyome Leinaala Fukino, M.D.
Director of Health

Hawaii State Department of Health
2008 Fruit and Vegetable Campaign
Participation Form

Response required by November 30, 2007

Name of Grocery Store:		
Contact Person and Title:		
Phone #: Fax #: E-mail address:		
Mailing Address:		
Do you have grocery stores statewide?	**Yes**	**No**
How many grocery stores in your chain?		
Are you able to provide special discounts or promotions on fruits & vegetables during the 8 week campaign, May – June 2008?	**Yes**	**No**
Are you able to coordinate special events to promote fruits and vegetables (e.g., cooking demonstrations, fruit and vegetable recipe tastings, mini-farmers' markets, etc.)? **If yes, please specify the promotional activity.**	**Yes**	**No**
Are you able to include the DOH fruits and vegetables campaign logo in your weekly advertisements?	**Yes**	**No**
Are you able to share fruits and vegetables sales data to help track the effectiveness of the fruits & vegetables campaign?	**Yes**	**No**
Note: *Your proprietary information will not be shared with your competitors. Data from all partnering grocery stores will be compiled and presented in aggregate form. Sales data from individual stores and chains will not be shared with the public or competitors.*		
Have you averaged $50,000 EBT (Food Stamp) sales per month for the last 12 months at any of your stores? If yes, which store(s).	**Yes**	**No**
Note: *If your store has monthly EBT sales that equal $50,000 or more for each of the previous 12 months, your store may qualify for a special federal program that targets the Food Stamp eligible population.*		
Thank you for completing the above information. Please fax this form to the DOH at 808-586-4444, Attn: Alice Silbanuz. Mahalo. ☺		