



**STATE PROCUREMENT OFFICE  
NOTICE & REQUEST FOR SOLE SOURCE**

1. TO: Chief Procurement Officer
2. FROM: Department of Health (DOH)/Healthy Hawaii Initiative (HHI)  
Department/Division/Agency

Pursuant to §103D-306, HRS, and Subchapter 9, Chapter 3-122, HAR, the Department requests sole source approval to purchase the following:

3. Description of goods, services, or construction:  
The DOH wishes to partner with a grocery store chain with locations statewide that would provide support to the DOH Fruit & Vegetable Media campaign by providing the following:

1. Special discounts or promotions on fruits & vegetables during the 10 week media campaign,
2. Coordinate special events to promote fruits and vegetables (e.g., cooking demonstrations, fruit and vegetable recipe tastings, mini-farmer's markets, etc.),
3. Include the DOH fruits and vegetables campaign logo in grocery store's weekly advertisements, and
4. Share grocery store's fruits and vegetables 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. Vendor Name: Foodland Super Market Ltd. Address: 3536 Harding Avenue, Honolulu, HI 96816	5. Price: \$0
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6. Term of Contract: (mm/dd/yyyy) From: <del>3/26/07</del> 3/27/07 To: 8/31/07	7. Prior Sole Source Ref No.
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8. Feature: The good, service, or construction has the following unique features, characteristics, or capabilities:  
On January 26, 2007, DOH invited potential partners with grocery stores statewide to participate in the fruits & vegetables campaign. Foodland was the only grocery store with locations statewide that was willing to partner with the DOH. HHI will treat the first roll-out of the media campaign in 2007 as a pilot project. Lessons learned from this pilot phase will help with planning and procedures for Phase 2 of the campaign to launch in FY 2008.

In the next phase of the fruits & vegetables campaign, all grocery stores throughout the island chain will be invited to partner with the DOH to promote the sale and consumption of fruits & vegetables.

9. Essential features. How the unique features, characteristics, or capabilities are essential for the agency to accomplish its work: Working with Foodland will allow the DOH to have a partner that can provide a statewide presence. In addition, to being the only statewide grocery store chain to want to participate in a partnership with the DOH, Foodland is able to coordinate special farmer's markets events outside of their stores to further promote the purchase and consumption of fruits and vegetables. Foodland is willing to dedicate their resources and expertise in produce and marketing to help develop a campaign that DOH can make available to other grocery stores in the FY 2008 media campaign.

11. Alternate source. The following other possible sources for the good, service, or construction were investigated but do not meet our needs because: All of the other grocery stores with locations statewide were invited to take part in the social marketing campaign to promote the consumption of fruits and vegetables in Hawaii. Foodland is the only grocery store that was willing to dedicate the time and resources to partner with DOH. None of the other grocery stores responded to the invitation letter to partner with the DOH. It is our hope that after the initial roll-out of the fruits and vegetables campaign in 2007, and seeing how the demonstration project plays out, other grocery stores will be more willing to partner in phase 2 of the campaign.

<p>12. Direct any inquiries to:          Department: <u>Health</u>          Contact Name/Title: <u>Alice Silbanuz, Public &amp; Prof. Ed. Coord.</u></p>	<p>13 Phone Number:  <u>586-4434</u>          Fax Number:  <u>586-4444</u></p>
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Expenditure may be processed with a purchase order:  Yes  No If no, a contract must be executed and funds certified.

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, correct and that the goods, services, or construction are available through only one source.

*Chrymna J. Jenkins, MS*

MAR 15 2007

Department Head \_\_\_\_\_ Date \_\_\_\_\_

**Reserved for SPO Use Only**

15 Date Notice Posted: 3/19/07

Submit written objections to this intent to issue a sole source contract 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

16. Chief Procurement Officer's comments:

This approval is based on the DOH's representation that this request is for a short term pilot program to be done for evaluation purposes pursuant to HAR Section 3-122-81(e). Upon the completion of this pilot program, the DOH shall comply with HRS Chapter 103D to implement the actual fruits and vegetable media campaign.

17.

APPROVED  DISAPPROVED  NO ACTION REQUIRED

*Chrymna J. Jenkins* 3/27/07  
 Chief Procurement Officer Date

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:

January 26, 2007

Tina Serikaku  
Assistant Director, Marketing  
Foodland Super Market Ltd  
3536 Harding Avenue  
Honolulu, Hawaii 96816

Dear Ms. Serikaku:

On June 18, 2007, the Department of Health's (DOH) Healthy Hawaii Initiative will launch a 10-week social marketing campaign designed to get Hawaii's residents to eat more fruits and vegetables. The fruit and vegetable campaign is a component of the Department's Start Living Healthy campaign that encourages Hawaii's residents to be physically active, eat healthy and live tobacco free. The fruit and vegetable campaign will include TV, radio and print ads. We are seeking grocery store partners to help support the media campaign. Grocery store partners must be a chain that is statewide. Ideal partners would be able to provide the following:

1. Special discounts or promotions on fruit and vegetable during the 10-week campaign;
2. Coordinate special events to promote fruit and vegetable (e.g., cooking demonstrations, fruit and vegetable recipe tasting, mini-farmer's markets, etc.);
3. Include the DOH fruit and vegetable campaign logo in your weekly advertisements; and
4. Share fruit and vegetable 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, radio and print ads that will be aired statewide for 10-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](http://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 no later than **February 16, 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](mailto:alice.silbanuz@doh.hawaii.gov).

Sincerely,

A handwritten signature in black ink, appearing to read "Chiyome Lemaala Fukino".

Chiyome Lemaala Fukino, M.D.  
Director of Health

**Hawaii State Department of Health  
2007 Fruit and Vegetable Campaign  
Participation Form  
Response required by February 16, 2007**



Name of Grocery Store: **Foodland Super Market Ltd**

Contact Person and Title: **Tina Serikaku**

Phone #: **735-7205** Fax #: **735-7224** E-mail address: **tserikaku@sullivanfamily.com**

Mailing Address: **Foodland Super Market Ltd  
3536 Harding Avenue  
Honolulu, HI 96816**

*Please circle one.*

Are you able to partner with the Department of Health in the 2007 Fruit and Vegetable Campaign and provide a statewide reach?  Yes  No

***If you are unable to participate, thank you for completing the above information. Please fax this form to the DOH at 808-586-4444, Attn: Alice Silbanuz.***

**If you are able to partner with the DOH in the 2007 Fruit and Vegetable Campaign, please answer the following questions:**

Do you have grocery stores statewide?  Yes  No

How many grocery stores in your chain? **29**

Are you able to provide special discounts or promotions on fruit & vegetable during the 10 week campaign, June 18 – August 27, 2007?  Yes  No

Are you able to coordinate special events to promote fruit and vegetable (e.g., cooking demonstrations, fruit and vegetable recipe tasting, mini-farmer's markets, etc.)?  Yes  No  
**If yes, please specify the promotional activity.**

**"Farmer's Market" Event**

Are you able to include the DOH fruit and vegetable campaign logo in your weekly advertisements?  Yes  No

Are you able to share fruit and vegetable sales data to help track the effectiveness of the fruit & vegetable 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.**

**Thank you for completing the above information. Please fax this form to the DOH at 808-586-4444, Attn: Alice Silbanuz. Mahalo. ©**

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:

January 26, 2007

James Payne  
Senior Marketing Director  
Star Markets Ltd  
162 North School Street, 2<sup>nd</sup> Floor  
Honolulu, Hawaii 96817

Dear Mr. Payne:

On June 18, 2007, the Department of Health's (DOH) Healthy Hawaii Initiative will launch a 10-week social marketing campaign designed to get Hawaii's residents to eat more fruits and vegetables. The fruit and vegetable campaign is a component of the Department's Start Living Healthy campaign that encourages Hawaii's residents to be physically active, eat healthy and live tobacco free. The fruit and vegetable campaign will include TV, radio and print ads. We are seeking grocery store partners to help support the media campaign. Grocery store partners must be a chain that is statewide. Ideal partners would be able to provide the following:

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Sincerely,

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Chiyome Lemaala Fukino, M.D.  
Director of Health

Hawaii State Department of Health  
 2007 Fruit and Vegetable Campaign  
 Participation Form  
 Response required by **February 16, 2007**



Name of Grocery Store: <b>Star Markets Ltd</b>		
Contact Person and Title: <b>James Payne, Senior Marketing Director</b>		
Phone #: <b>564-7400</b>	Fax #:	E-mail address:
Mailing Address: <b>Star Markets Ltd 1620 North School Street, 2<sup>nd</sup> Floor Honolulu, HI 96817</b>		
<i>Please circle one.</i>		
Are you able to partner with the Department of Health in the 2007 Fruit and Vegetable Campaign and provide a statewide reach?	Yes	No
<b><i>If you are unable to participate, thank you for completing the above information. Please fax this form to the DOH at 808-586-4444, Attn: Alice Silbanuz.</i></b>		
<b>If you are able to partner with the DOH in the 2007 Fruit and Vegetable Campaign, please answer the following questions:</b>		
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 fruit & vegetable during the 10 week campaign, June 18 – August 27, 2007?	Yes	No
Are you able to coordinate special events to promote fruit and vegetable (e.g., cooking demonstrations, fruit and vegetable recipe tasting, mini-farmer's markets, etc.)? <b>If yes, please specify the promotional activity.</b>	Yes	No
Are you able to include the DOH fruit and vegetable campaign logo in your weekly advertisements?	Yes	No
Are you able to share fruit and vegetable sales data to help track the effectiveness of the fruit & vegetable campaign?	Yes	No
<b>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.</b>		
<b>Thank you for completing the above information. Please fax this form to the DOH at 808-586-4444, Attn: Alice Silbanuz. Mahalo. ☺</b>		

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:

January 26, 2007

Derrick Uchino  
Produce Merchandiser  
Safeway Food and Drug  
680 Iwilei Road, #590  
Honolulu, Hawaii 96817

Dear Mr. Uchino:

On June 18, 2007, the Department of Health's (DOH) Healthy Hawaii Initiative will launch a 10-week social marketing campaign designed to get Hawaii's residents to eat more fruits and vegetables. The fruit and vegetable campaign is a component of the Department's Start Living Healthy campaign that encourages Hawaii's residents to be physically active, eat healthy and live tobacco free. The fruit and vegetable campaign will include TV, radio and print ads. We are seeking grocery store partners to help support the media campaign. Grocery store partners must be a chain that is statewide. Ideal partners would be able to provide the following:

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Sincerely,

A handwritten signature in black ink, appearing to read "Chiyome Leinala Fukino".

Chiyome Leinala Fukino, M.D.  
Director of Health

Hawaii State Department of Health  
 2007 Fruit and Vegetable Campaign  
 Participation Form  
 Response required by **February 16, 2007**



Name of Grocery Store: <b>Safeway Food &amp; Drug</b>		
Contact Person and Title: <b>Derrick Uchino, Produce Merchandiser</b>		
Phone #: <b>524-4554</b>	Fax #:	E-mail address:
Mailing Address: <b>Safeway Food &amp; Drug 680 Iwilei Rd., #590 Honolulu, HI 96817</b>		
<b>Please circle one.</b>		
Are you able to partner with the Department of Health in the 2007 Fruit and Vegetable Campaign and provide a statewide reach?	Yes	No
<b><i>If you are unable to participate, thank you for completing the above information. Please fax this form to the DOH at 808-586-4444, Attn: Alice Silbanuz.</i></b>		
<b>If you are able to partner with the DOH in the 2007 Fruit and Vegetable Campaign, please answer the following questions:</b>		
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How many grocery stores in your chain?		
Are you able to provide special discounts or promotions on fruit & vegetable during the 10 week campaign, June 18 – August 27, 2007?	Yes	No
Are you able to coordinate special events to promote fruit and vegetable (e.g., cooking demonstrations, fruit and vegetable recipe tasting, mini-farmer's markets, etc.)? <b>If yes, please specify the promotional activity.</b>	Yes	No
Are you able to include the DOH fruit and vegetable campaign logo in your weekly advertisements?	Yes	No
Are you able to share fruit and vegetable sales data to help track the effectiveness of the fruit & vegetable campaign?	Yes	No
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Hawaii State Department of Health  
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Name of Grocery Store: **Foodland Super Market Ltd**

Contact Person and Title: **Tina Serikaku**

Phone #: **735-7205**

Fax #:

E-mail address:

Mailing Address: **Foodland Super Market Ltd  
 3536 Harding Avenue  
 Honolulu, HI 96816**

*Please circle one.*

Are you able to partner with the Department of Health in the 2007 Fruit and Vegetable Campaign and provide a statewide reach?

Yes

No

***If you are unable to participate, thank you for completing the above information. Please fax this form to the DOH at 808-586-4444, Attn: Alice Silbanuz.***

**If you are able to partner with the DOH in the 2007 Fruit and Vegetable Campaign, please answer the following questions:**

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 fruit & vegetable during the 10 week campaign, June 18 – August 27, 2007?

Yes

No

Are you able to coordinate special events to promote fruit and vegetable (e.g., cooking demonstrations, fruit and vegetable recipe tasting, mini-farmer's markets, etc.)?

Yes

No

**If yes, please specify the promotional activity.**

Are you able to include the DOH fruit and vegetable campaign logo in your weekly advertisements?

Yes

No

Are you able to share fruit and vegetable sales data to help track the effectiveness of the fruit & vegetable 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.***

***Thank you for completing the above information. Please fax this form to the DOH at 808-586-4444, Attn: Alice Silbanuz. Mahalo. ☺***