

**NEW YORK STATE
DEPARTMENT OF AGRICULTURE AND MARKETS
REQUEST FOR PROPOSALS**

**AN EVALUATION OF THE EFFECTIVENESS AND DEVELOPMENT OF
RECOMMENDATIONS TO IMPROVE THE PRIDE OF NEW YORK PROGRAM**

MANDATORY PRE-PROPOSAL CONFERENCE -- April 25, 2008

QUESTIONS AND ANSWERS

- Q. Is there a database of Pride of New York members and farmers that will be made available for surveying purposes?
- A. Yes.
- Q. How is the Pride of New York Program funded? How much is allocated to this program?
- A. The Pride of New York Program is funded through the State's general fund. This year's allocation has not yet been determined but in the past has been close to \$1 million.
- Q. What is the budget amount for this project?
- A. A budget amount for this project has not been determined.
- Q. How many people are on the Pride of New York Advisory Committee?
- A. 24.
- Q. Are the individuals on the Pride of New York Advisory Committee Pride of New York members?
- A. Yes.
- Q. Is the four month project duration timeframe indicated in the RFP firm?
- A. The project period is approximately four months commencing upon approval of the contract between the Department and the proposer; however the Department would prefer the project be completed by September 2008.
- Q. Are there any mid-term project deadlines?
- A. No.
- Q. In comparing the Pride of New York Program to other marketing and promotion programs, are there specific states that should be included?
- A. No.
- Q. Has an evaluation of the Pride of New York Program been conducted in the past?
- A. A Pride of New York Pre- and Post-Advertising Awareness Study was conducted in 2005.
- Q. Is there a list of consumers who have purchased Pride of New York products?

A. No.

Q. Should any particular areas of the State be included in evaluating the level of consumer awareness and familiarity with the Pride of New York Program?

A. A statewide survey of consumers should be conducted by geographic regions.

Q. Will there be access to Pride of New York members' contact information, in particular e-mail?

A. Yes.

Q. Should there be outreach to farmers?

A. The best source of information may be available from farmer organization representatives on the Pride of New York Advisory Committee.

Q. Is there a list of Pride of New York events held last year that will be made available?

A. Yes.