



Connecticut Dairy

**Connecticut Milk Promotion Board Request for Quotes**

***Consumer Nutrition and Education Questions Received***

- 1. CTMPB issued a similar RFQ with the same budget earlier this year. Is this RFQ in addition to the previous one, or is it a re-alignment/replacement of the previously issued RFQ?**

A: This is in addition to the other one. The other RFQ was for multi-media marketing. This focuses on Consumer Nutrition and Education specifically.

- 2. In reading this RFQ, it appears to be personnel-focused, with the goal of outsourcing sales/marketing efforts SUPPORTED by the creation of communication tools. Is this an accurate summary of what you are seeking? — a communications contractor that will also provide dedicated labor to manage the market-specific outreach.**

A: Yes, that is accurate. This would be research and development of communications tools and implementation/dissemination of information to stakeholders using science-based information on the local, regional and national levels.

- 3. Will you provide a database of desired contacts in the sectors (restaurants, schools, etc.)... or is the selected vendor expected to identify such opportunities and contacts?**

A: The agency can provide a portion of the contact information through previous work, however, we would expect the vendor to identify opportunities and contacts as well.

- 4. Have you previously addressed such efforts, and/or is there an existing partner already doing this work? If there is, who is that partner.**

A: Yes, the CTMPB has had similar efforts for many years. The current partner is New England Dairy.