

FOR AGENCY USE ONLY
2-0253 OA-02-095

**UNITED STATES DEPARTMENT OF AGRICULTURE
PURCHASE ORDER**

1 PAGE NO. 1 OF 1	2 RECEIVING OFFICE NO. 3A94	3 CONTRACT NUMBER OM	4 ORDER DATE 05/20/02	5 SF-281 CF	6 UNIT CODE	7 FUND CODE T4	8 ORDER NUMBER 43-3A94-2-0185	9 SUB. 00
----------------------	--------------------------------	-------------------------	--------------------------	----------------	-------------	-------------------	----------------------------------	--------------

9a TYPE PURCHASE (Check one)

<input checked="" type="checkbox"/> PURCHASE ORDER	<input type="checkbox"/> DELIVERY ORDER
--	---

76-0428474 N 76-0427474

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.) THE BALDWIN GROUP, INC. 611 PENNSYLVANIA AVE, SE #352 VID760428474 A WASHINGTON, DC 20003-	11 SHIP TO >	Consignee, Address, Zip Code, and Place of Inspection and Acceptance USDA, FSIS, FSES MAIL DROP 5230 5601 SUNNYSIDE AVENUE BELTSVILLE, MD 20705
---	---------------------------	--

12 LINE ITEM	13 ACT CODE	14 DESCRIPTION	15 BUDGET OBJECT	16 ACC LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT
01		SOCIAL MARKETING ACTIVITIES FOR THE PROMOTION OF FSIS FOOD THERMOMETER EDUCATION CAMPAIGN IN ACCORDANCE WITH OUR STATEMENT OF WORK, TERMS AND CONDITIONS AND YOUR PROPOSAL DATED 03/27/02.	2570	01	1	JOB	99903.780	99903 78

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)(1).

21 F.O.B. POINT DESTINATION	22 DISCOUNT AND/OR NET PAYMENT TERMS 0.00 0 0.00 0 0.00 0 30	22a TYPE COMMODITY/PAYMENT CODE > 0	25 Sub-Total >	26 ESTIMATED FREIGHT	27 TOTAL >	28	29
23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) 05/19/2003	24 SHIP VIA		99903 78		99903 78		

28 ACC LINE	29 ACCOUNTING CLASSIFICATION					30 DISTRIBUTION	31 AMOUNT
A	B	C	D	E			
- 2	5	10	5	3	4	1	4
01						1	5000
						1	2

31a ISSUING OFFICE NAME AND ADDRESS USDA, FSIS, ASD, AAS MAIL DROP 5230 5601 SUNNYSIDE AVENUE BELTSVILLE, MD 20705 5230	31b ORDERED BY (Name and Title) MADONNA LANGLEY CONTRACTING OFFICER	31c COMMERCIAL PHONE (Area Code and Number) (301) 504-4228	31d FTS PHONE NO.
31e AUTHORIZED SIGNATURE <i>Madonna Langley</i>			

ISSUING OFFICE COPY

Statement of Work

Social Marketing Activities For the Promotion of the FSIS Food Thermometer Education Campaign

BACKGROUND:

The U.S. Department of Agriculture's (USDA), Food Safety and Inspection Service (FSIS) launched a national thermometer education campaign in May 2000, designed to encourage consumers to use food thermometers in order to cook foods to safe internal temperatures and reduce the possibility of foodborne illness.

USDA research found that the color of hamburger is not a reliable indicator that food is safely cooked. In fact, according to the research, 1 out of 4 hamburgers may appear cooked when it has not been heated sufficiently to destroy bacteria, such as, E. coli O157: H7.

FSIS', Food Safety Education Staff (FSES) conducted focus groups to test messages and graphics to begin the campaign. A digital thermometer "messenger" was developed named ThermymTM with a slogan: "It's Safe to Bite When the Temperature Is Right!" ThermymTM kit materials—including brochures, refrigerator magnets, posters, a television public service announcement -- were developed and distributed nationwide. Food safety educators around the country were encouraged to reproduce materials and download information from the ThermymTM Web pages at: www.fsis.gov/Thermym. Grocery stores and thermometer companies were encouraged to use the ThermymTM graphics and messages on product packaging, displays and other point-of-sale materials. A full-size ThermymTM costume was created and featured at many educational conventions, food safety events, schools, State and local fairs, parades, and participated in the MACY*S Thanksgiving Day Parade 2000.

In the Fall of 2001, FSES contracted with a social marketing firm to apply social marketing principles to the food thermometer education campaign. The purpose of the work was to refine the campaign to new directions and to target audiences, specifically parents of young children. Within this population there were many different groups. The work found that parents with young children, that are considered trendsetters, would most likely make the behavior change and most easily become aware of the FSES campaign.

Characteristics of the targeted population find they are:

- news and information hungry
- technology savvy gadget lovers
- demanding high achievement children
- gourmet, 'foodies'
- safety conscious in the context of luxury
- consumers of media and entertainment
- influencers in society, e.g., doctors, educators, communicators, political leaders

The characteristics of this segment also suggests a program that will:

- emphasize a message of quality enhancement

- be positioned within news sources rather than as advertisement
- be leveraged through children's science education, gourmet food purchasing and preparation channels (e.g., high-end markets, press and celebrity chefs, cooking classes, and more)

The characteristics identified above served to define this set of trendsetters, as "Boomburbs" who would be ideal to serve as a model in launching the *next actions* in the campaign to increase the use of food thermometers nationwide. The decision to select the "Boomburbs" was based on the projected lower barriers to reach this group and to respond to the message. FSES, in the past, has not directly targeted this group, instead, traditionally has disseminated information to other USDA agency program participants (i.e. cooperative extension, childcare, schools) and to those who contact the USDA Meat and Poultry Hotline. Interestingly, there is documented potential for the Boomburb group to become very effective "evangelists" to further promote the message of the campaign. In addition, the cost-effectiveness in reaching large numbers of this population segment would validate new campaign ideas. Most importantly, the selection of this segment was in line with the timeframe and cost constraints of FSES that provides the greatest leverage of FSES resources.

The results from the current work show the need for further campaign development, to obtain data that fine-tunes the communication messages and channels for the suburban trendsetter segment.

OBJECTIVES:

The FSES has determined that social marketing tools and strategies to target specific segments of the population will provide higher potential for new positive behavioral changes in their campaign to increase the use of thermometers in reducing foodborne illness and improve public health. The FSES believes that work to date has produced a sound public awareness campaign. By using social marketing concepts, the food safety education staff will develop a second generation of Thery™ educational materials targeting the trendsetter segment of the population. The application of social marketing concepts to this new generation of educational materials will allow the staff to further the educational campaign.

Specific geodemographic knowledge should be applied to produce targeted materials in this second phase of the FTEC campaign. As a result, the next generation of Thery™ promotional and educational materials will be focused from actual lifestyle and psychographic research. This approach will have optimal reach, providing media and messaging for the targeted segment and the potential to elicit maximum impact on behavioral change.

The social marketing firm would conduct new efforts to determine and test the new materials for the target group, with practical examples for delivery and implementation. In addition an evaluation program should be designed to determine awareness of the food thermometer campaign, including behavior change.

DESCRIPTION OF WORK:

The FSES is interested in working with a social marketing firm experienced in using social marketing principles to build on the current thermometer education campaign and target the proposed "Boomburb" population.

A. Message Development and Marketing Strategy

1. Conduct research and develop a marketing strategy to target the trendsetter population.
2. Work with FSES to develop new and innovative types of communications, messages, and materials to best target and reach this population.
3. Test and confirm the messages and materials.
4. Work with FSES to produce and implement the communication recommendations that includes creating, writing, editing, and producing marketing materials.

B. Evaluation Plan

1. Design and implement an evaluation plan.

DELIVERABLES

The contractor shall provide the following deliverables:

1. Reports/submissions shall be reported in a mutually agreed timeframe. Reports/submissions shall be provide in Microsoft Word and in a Web-ready format (pdf). USDA/FSIS will decide which reports/submissions will be placed on the FSIS Web site, noting the contractor's work.
2. Major reports of the message development and strategic marketing plan, and final report will require draft submissions. USDA/FSIS reserves the right to have a minimum 2-week comment period.
3. Monthly status reports are required in Microsoft Word format.
4. Three copies of the Final Report shall be submitted in Microsoft Word format and a copy in a Web-ready format (pdf) for placement on the USDA/FSIS Web site.

PERIOD OF PERFORMANCE

Contractor should be prepared to begin work upon award of contract and complete activities and recommendations one year from date of award.

GOVERNMENT FURNISHED MATERIALS

The FSES will provide background materials used in developing the food thermometer campaign including: scientific food thermometer research, FSIS development of current campaign strategy and focus group research on consumer thermometer use. In addition, FSES will provide a liaison and contact information for thermometer education campaign partners, as appropriate, to support this contract.

FSES will use its resources as appropriate, such as printing of materials through the Government Printing Office, including dissemination, and other on-site radio and TV resources, if appropriate, to further the campaign. For current campaign materials and prior social marketing work recently conducted, click on the Research on Thermy™ from the Homepage:
www.fsis.usda.gov/thermy

OMB CLEARANCE

The Paperwork Reduction Act of 1980 imposes a requirement on all Federal Agencies to obtain approval from the Office of Management and Budget (OMB) before collecting information from ten or more members of the public. If the work performed under this requirement requires a survey or the collection of such information, the Contractor shall work with the Contracting Officer's Technical Representative to obtain the necessary clearances from OMB.

DESIGNATION OF CONTRACTOR'S TECHNICAL REPRESENTATIVE:

For the purpose of this purchase order the Contracting Officer's Technical Representative, shall be: Ms. Holly McPeak. Ms. McPeak's address is: Room 2932, South Building, 1400 Independence Ave., SW, Washington, DC 20250. Her phone number is 202-720-5836.

CEILING PRICE

The ceiling price of this contract is \$100,000.00. The Contractor shall not make expenditures or incur obligations in the performance of this contract which exceed the ceiling price specified herein, except at the Contractor's own risk.

INVOICES AND DELIVERABLE SUBMISSIONS:

Invoices and written deliverable submissions shall be submitted to the following address: USDA, FSIS, ASD, Acquisitions & Agreements Section, Attn: Madonna Langley, Mail Drop 5230, 5601 Sunnyside Avenue, Beltsville, MD 20705-5230.

ADDITIONAL PROVISIONS/TERMS AND CONDITIONS

A.1 NOTICE LISTING CLAUSES INCORPORATED BY REFERENCE

The following clauses are hereby incorporated by reference (by Citation Number, Title, and Date) in accordance with the clause at FAR "52.252-2 CLAUSES INCORPORATED BY REFERENCE" contained in this document. FAR 52.252-2 contains the Internet address for electronic access to the full text of a clause.

<u>NUMBER</u>	<u>TITLE</u>	<u>DATE</u>
52.219-6	NOTICE OF TOTAL SMALL BUSINESS SET-ASIDE	JUL 1996
52.232-1	PAYMENTS	APR 1984
52.232-25	PROMPT PAYMENT	FEB 2002
52.232-34	PAYMENT BY ELECTRONIC FUNDS TRANSFER OTHER THAN CENTRAL CONTRACTOR REGISTRATION	MAY 1999
52.243-1	CHANGES—FIXED PRICE ALTERNATE I (APR 1994)	AUG 1987

FAR 52.213-4 Terms and Conditions-Simplified Acquisitions (Other Than Commercial Items) (FEB 2002)

(a) The Contractor shall comply with the following Federal Acquisition Regulation (FAR) clauses that are incorporated by reference: (1) The clauses listed below implement provisions of law or Executive order: (i) 52.222-3, Convict Labor (Aug 1996) (E.O. 11755). (ii) 52.225-13, Restrictions on Certain Foreign Purchases (July 2000) (E.O.'s 12722, 12724, 13059, 13067, 13121, and 13129). (iii) 52.233-3, Protest After Award (Aug 1996) (31 U.S.C. 3553). (2) Listed below are additional clauses that apply: (i) 52.232-1, Payments (Apr 1984). (ii) 52.232-8, Discounts for Prompt Payment (Feb 2002). (iii) 52.232-11, Extras (Apr 1984). (iv) 52.232-25, Prompt Payment (Feb 2002). (v) 52.233-1, Disputes (Dec 1998). (vi) 52.244-6, Subcontracts for Commercial Items (Dec 2001). (vii) 52.253-1, Computer Generated Forms (Jan 1991). (b) The Contractor shall comply with the following FAR clauses, incorporated by reference, unless the circumstances do not apply: (1) The clauses listed below implement provisions of law or Executive order: (i) 52.222-20, Walsh-Healey Public Contracts Act (Dec 1996) (41 U.S.C. 35-45) (Applies to supply contracts over \$10,000 in the United States). (ii) 52.222-21, Prohibition of Segregated Facilities (Feb 1999) (E.O. 11246) (Applies to contracts over \$10,000). (iii) 52.222-26, Equal Opportunity (Feb 1999) (E.O. 11246) (Applies to contracts over \$10,000). (iv) 52.222-35, Equal Opportunity for Special Disabled Veterans, Veterans of the Vietnam Era, and Other Eligible Veterans (Dec 2001) (38 U.S.C. 4212) (Applies to contracts of \$25,000 or more). (v) 52.222-36, Affirmative Action for Workers with Disabilities (June 1998) (29 U.S.C. 793) (Applies to contracts over \$10,000). (vi) 52.222-37, Employment Reports on Special Disabled Veterans, Veterans of the Vietnam Era, and Other Eligible Veterans (Dec 2001) (38 U.S.C. 4212) (Applies to contracts of \$25,000 or more). (vii) 52.222-41, Service Contract Act of 1965, As Amended (May 1989) (41 U.S.C. 351, et seq.) (Applies to service contracts over \$2,500). (viii) 52.222-19, Child Labor-Cooperation with Authorities and Remedies (Dec 2001) (E.O.

13126). (Applies to contracts for supplies exceeding the micro-purchase threshold.) (ix) 52.223-5, Pollution Prevention and Right-to-Know Information (Apr 1998) (E.O. 12856) (Applies to services performed on Federal facilities). (x) 52.225-1, Buy American Act-Balance of Payments Program-Supplies (Feb 2000) (41 U.S.C. 10a - 10d) (Applies to contracts for supplies, and to contracts for services involving the furnishing of supplies, for use within the United States if the value of the supply contract or supply portion of a service contract exceeds the micro-purchase threshold and the acquisition- (A) Is set aside for small business concerns; or (B) Cannot be set aside for small business concerns (see 19.502-2), and does not exceed \$25,000). (xi) 52.232-33, Payment by Electronic Funds Transfer-Central Contractor Registration (May 1999). (Applies when the payment will be made by electronic funds transfer (EFT) and the payment office uses the Central Contractor Registration (CCR) database as its source of EFT information.) (xii) 52.232-34, Payment by Electronic Funds Transfer-Other than Central Contractor Registration (May 1999). (Applies when the payment will be made by EFT and the payment office does not use the CCR database as its source of EFT information.) (xiii) 52.247-64, Preference for Privately Owned U.S.-Flag Commercial Vessels (June 2000) (46 U.S.C. 1241). (Applies to supplies transported by ocean vessels.) (2) Listed below are additional clauses that may apply: (i) 52.209-6, Protecting the Government's Interest When Subcontracting with Contractors Debarred, Suspended, or Proposed for Debarment (July 1995) (Applies to contracts over \$25,000). (ii) 52.211-17, Delivery of Excess Quantities (Sept 1989) (Applies to fixed-price supplies). (iii) 52.247-29, F.o.b. Origin (June 1988) (Applies to supplies if delivery is f.o.b. origin). (iv) 52.247-34, F.o.b. Destination (Nov 1991) (Applies to supplies if delivery is f.o.b. destination). (c) FAR 52.252-2, Clauses Incorporated by Reference (Feb 1998). This contract incorporates one or more clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. Also, the full text of a clause may be accessed electronically at this/these address(es): www.arnet.gov.

(d) Inspection/Acceptance. The Contractor shall tender for acceptance only those items that conform to the requirements of this contract. The Government reserves the right to inspect or test any supplies or services that have been tendered for acceptance. The Government may require repair or replacement of nonconforming supplies or reperformance of nonconforming services at no increase in contract price. The Government must exercise its postacceptance rights- (1) Within a reasonable period of time after the defect was discovered or should have been discovered; and (2) Before any substantial change occurs in the condition of the item, unless the change is due to the defect in the item. (e) Excusable delays. The Contractor shall be liable for default unless nonperformance is caused by an occurrence beyond the reasonable control of the Contractor and without its fault or negligence, such as acts of God or the public enemy, acts of the Government in either its sovereign or contractual capacity, fires, floods, epidemics, quarantine restrictions, strikes, unusually severe weather, and delays of common carriers. The Contractor shall notify the Contracting Officer in writing as soon as it is reasonably possible after the commencement of any excusable delay, setting forth the full particulars in connection therewith, shall remedy such occurrence with all reasonable dispatch, and shall promptly give written notice to the Contracting Officer of the cessation of such occurrence. (f) Termination for the Government's convenience. The Government reserves the right to terminate this contract, or any part hereof, for its sole convenience. In the event of such termination, the Contractor shall immediately stop all work hereunder and shall immediately cause any and all of its suppliers and subcontractors to cease work. Subject to the terms of this contract, the Contractor shall be paid a percentage of the contract price reflecting the percentage of the work performed prior to the notice of termination, plus reasonable charges that the Contractor can demonstrate to the

satisfaction of the Government, using its standard record keeping system, have resulted from the termination. The Contractor shall not be required to comply with the cost accounting standards or contract cost principles for this purpose. This paragraph does not give the Government any right to audit the Contractor's records. The Contractor shall not be paid for any work performed or costs incurred that reasonably could have been avoided. (g) Termination for cause. The Government may terminate this contract, or any part hereof, for cause in the event of any default by the Contractor, or if the Contractor fails to comply with any contract terms and conditions, or fails to provide the Government, upon request, with adequate assurances of future performance. In the event of termination for cause, the Government shall not be liable to the Contractor for any amount for supplies or services not accepted, and the Contractor shall be liable to the Government for any and all rights and remedies provided by law. If it is determined that the Government improperly terminated this contract for default, such termination shall be deemed a termination for convenience. (h) Warranty. The Contractor warrants and implies that the items delivered hereunder are merchantable and fit for use for the particular purpose described in this contract. (End of clause)

FAR 52.252-2 Clauses Incorporated by Reference (FEB 1998)

This contract incorporates one or more clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. Also, the full text of a clause may be accessed electronically at this/these address(es): <http://www.arnet.gov/far>.

(End of clause)

AGAR 452.237-74 Key Personnel (FEB 1988)

(a) The Contractor shall assign to this contract the following key personnel:

<u>Baldwin H. Tom</u>	<u>Scott Stafford</u>
<u>Carol Bryant</u>	<u></u>

(b) During the first ninety (90) days of performance, the Contractor shall make no substitutions of key personnel unless the substitution is necessitated by illness, death, or termination of employment. The Contractor shall notify the Contracting Officer within 15 calendar days after the occurrence of any of these events and provide the information required by paragraph (c) below. After the initial 90-day period, the Contractor shall submit the information required by paragraph (c) to the Contracting Officer at least 15 days prior to making any permanent substitutions.

(c) The Contractor shall provide a detailed explanation of the circumstances necessitating the proposed substitutions, complete resumes for the proposed substitutes, and any additional information requested by the Contracting Officer. Proposed substitutes should have comparable qualifications to those of the persons being replaced. The Contracting Officer will notify the Contractor within 15 calendar days after receipt of all required information of the decision on substitutions. The contract will be modified to reflect any approved changes of key personnel.

(End of Clause)

FOR AGENCY USE ONLY
2-0743 OA-02-095A

UNITED STATES DEPARTMENT OF AGRICULTURE
PURCHASE ORDER

1 PAGE NO. 1 OF 1	2 RECEIVING OFFICE NO. 3A94	3 CONTRACT NUMBER OM	4 ORDER DATE 09/24/02	5 SF-281 CF	6 UNIT CODE	7 FUND CODE T4	8 ORDER NUMBER 43-3A94-2-0185	9 SUB. 01
----------------------	--------------------------------	-------------------------	--------------------------	----------------	-------------	-------------------	----------------------------------	--------------

9a TYPE PURCHASE (Check one)
 PURCHASE ORDER DELIVERY ORDER N

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)
 THE BALDWIN GROUP, INC.
 611 PENNSYLVANIA AVE SE STE 352
 WASHINGTON, DC 20003-
 ()

11 SHIP TO >
 Consignee, Address, Zip Code, and Place of Inspection and Acceptance
 USDA, FSIS, FSES
 MAIL DROP 5230
 5601 SUNNYSIDE AVENUE
 BELTSVILLE, MD 20705 - 5230

PHONE (A/C & No.) (301) 504-4228 Check One > FTS > COMM >

12 LINE ITEM	13 ACT CODE	14 DESCRIPTION	15 BUDGET OBJECT	16 ACC LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT
02		AMEND ORDER TO ADD LINE ITEM 02: TO DEVELOP & IMPLEMENT PLAN TO LAUNCH AND TRACK FTEC AWARENESS CAMPAIGN IN ACCORDANCE WITH YOUR PROPOSAL DATED 09/18/02. PREVIOUS TOTAL 99,903.78 INCREASE 74,990.08 NEW TOTAL 174,893.86	2570	01	1	JOB	74990.080	74990.08

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)().

21 F.O.B. POINT	22 DISCOUNT AND/OR NET PAYMENT TERMS 0.00 0 0.00 0 0.00 0 30	22a TYPE COMMODITY/PAYMENT CODE > 0	25 Sub-Total >	0.00
23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date)	24 SHIP VIA	26 ESTIMATED FREIGHT	27 TOTAL >	0.00

28 ACC LINE	29 ACCOUNTING CLASSIFICATION					30 DISTRIBUTION	31 AMOUNT
	A	B	C	D	E		
2	5	10	5 3	4	1 4 1 2	2	

31a ISSUING OFFICE NAME AND ADDRESS
 USDA, FSIS, ASD, AAS
 MAIL DROP 5230
 5601 SUNNYSIDE AVENUE
 BELTSVILLE, MD 20705 5230

31b ORDERED BY (Name and Title)
 MADONNA LANGLEY CONTRACTING OFFICER

31c COMMERCIAL PHONE (Area Code and Number)
 (301) 504-4228

31d FTS PHONE NO.

31e AUTHORIZED SIGNATURE
Madonna Langley

ISSUING OFFICE COPY

FOR AGENCY USE ONLY

UNITED STATES DEPARTMENT OF AGRICULTURE
PURCHASE ORDER

1 PAGE NO. 1 OF 1	2 RECEIVING OFFICE NO. 3A94	3 CONTRACT NUMBER OM	4 ORDER DATE 02/21/03	5 SF-281 CF	6 UNIT CODE	7 FUND CODE T4	8 ORDER NUMBER 43-3A94-2-0185	9 SUB. 02
----------------------	--------------------------------	-------------------------	--------------------------	----------------	-------------	-------------------	----------------------------------	--------------

9a TYPE PURCHASE (Check one)

PURCHASE ORDER DELIVERY ORDER

N

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)

THE BALDWIN GROUP, INC.
611 PENNSYLVANIA AVE SE STE 352

WASHINGTON, DC 20003-

SHIP TO >

11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance

USDA, FSIS, FSES
MAILDROP 5230
5601 SUNNYSIDE AVENUE
BELTSVILLE, MD 20705 - 5230

PHONE (A/C & No.) (301) 504-4228 Check One > FTS > COMM >

12 LINE ITEM	13 ACT CODE	14 DESCRIPTION	15 BUDGET OBJECT	16 ACC LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT
03		AMEND ORDER TO ADD LINE ITEM 03: ADD ADDITIONAL QUESTIONS DURING FOCUS GROUPS REGARDING POTENTIALLY NEW "VANITY" NUMBER AND PROVIDING A FEEDBACK QUOTED BY MADELINE TOM ON 02/07/03 PREVIOUS AMOUNT 174,893.86 INCREASE 4,533.20 NEW AMOUNT 179,427.06	2570	02	1	LOT	4533.200	4533.20

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)(1).

21 F.O.B. POINT	22 DISCOUNT AND/OR NET PAYMENT TERMS 0.00 0 0.00 0 0.00 0 30	22a TYPE COMMODITY/PAYMENT CODE > 0	25 Sub-Total >	0.00
-----------------	---	-------------------------------------	----------------	------

23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date)	24 SHIP VIA	26 ESTIMATED FREIGHT	27 TOTAL >	0.00
--	-------------	----------------------	------------	------

28 ACC LINE	29 ACCOUNTING CLASSIFICATION					30 DISTRIBUTION	31 AMOUNT
	A	B	C	D	E		
02	5	10	5	3	4	1-4-1-2 6 3100 1 3	

31a ISSUING OFFICE NAME AND ADDRESS

USDA, FSIS, ASD, AAS
MAIL DROP 5230
5601 SUNNYSIDE AVENUE
BELTSVILLE, MD 20705 5230

31b ORDERED BY (Name and Title)

MADONNA LANGLEY CONTRACTING OFFICER

31c COMMERCIAL PHONE (Area Code and Number)
(301) 504-4228

31d FTS PHONE NO.

31e AUTHORIZED SIGNATURE

Madonna Langley

ISSUING OFFICE COPY

PC-PRCH FORM AD-838-5PE (Rev. 7/90)

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT				1. CONTRACT ID CODE	PAGE(S) 1 of 1
2. AMENDMENT/MODIFICATION NO. 03	3. EFFECTIVE DATE 09/30/03	4. REQUISITION/PURCHASE REQ. NO.	5. PROJECT NO. (if applicable)		
6. ISSUED BY CODE		7. ADMINISTERED BY (if other than item 6) CODE			
USDA-FSIS-Acquisitions and Agreements Section 5601 Sunnyside Avenue, Maildrop 5230 Beltsville, MD 20705		USDA, Food Safety and Inspection Service Administrative Services Division Acquisitions and Agreements Section 5601 Sunnyside Ave., Location #2-L188D Beltsville, MD 20705-5230			
8. NAME AND ADDRESS OF CONTRACTOR (In, street, county, State and ZIP Code)		(X)	9A. AMENDMENT OF SOLICITATION NO.		
The Baldwin Group, Inc. 611 Pennsylvania Ave., SE, Ste. 353 Washington, DC 20003			9B. DATED (SEE ITEM 11):		
		X	10A. MODIFICATION OF CONTRACT/ORDER NO: 43-3A94-2-0185		
			10B. DATED (SEE ITEM 11): 05/20/2002		
CODE	FACILITY CODE				

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

The above numbered solicitation is amended as set forth in item 14. The how and date specified for receipt of Offers is extended, is not extended. Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or a amended, by one of the following methods: (a) By completing items 8 and 15, and returning _____ copies of the amendments; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. ACCOUNTING AND APPROPRIATION DATA (if required)

13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS, IF MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.

CHECK ONE	A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.
X	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying rates, appropriations data, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(b).
	C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF: FAR 43.103(c) Rather other agreements of the parties modifying the terms of contract.
X	D. OTHER (Specify type of modification and authority) Period of Performance and Modify Contractor's Proposal

E. IMPORTANT: Contractor is not, is required to sign this document and return 2 copies to the issuing office.

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by DCF section headings, including solicitation/contract subject matter where feasible.)

The above referenced contract is being modified as follows:

1. Submit invoices to: USDA, FSIS, FPC Attn: DonnaBrooks, 4520 114th Street, Urbandale, IA. 50322-5410.
2. Change the Period of Performance from Date of Award until August 15, 2004.
3. Modify Project Deliverable in Contractor's Proposal dated 09/18/02 to read as follows: "a. Provide guidance and technical assistance to the National Food Safety & Toxicology Center of Michigan State University, East Lansing, MI (NFS&TC) who are employing a phone call survey process to document the status of target audiences (Boomburbs, Heartlanders, Rural Towns and Single Moms) on their stage of behavior change; this data will then serve as baseline data for the FTEC. Provide guidance, technical assistance and support for the development and implementation of trial intervention events that test the Boomburbs Communications Plans components. Provide guidance and technical assistance to the NFS&TC who are employing a phone call survey process to document the status of target audiences to measure the effectiveness of the intervention events within target audiences; this data will serve as a progress survey for the FTEC.

ALL OTHER TERMS AND CONDITIONS SHALL REMAIN THE SAME.

15A. NAME AND TITLE OF SIGNER (Type or print) BALDWIN H. TOM, President		16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print) Madonna Langley, Contracting Officer	
15B. CONTRACTOR/OFFICER BY <i>Baldwin H Tom</i> (Signature of person authorized to sign)	15C. DATE SIGNED 30 Sept 03	16B. UNITED STATES OF AMERICA BY <i>Madonna Langley</i> (Signature of Contracting Officer)	16C. DATE SIGNED 9/30/03

NSN 7540-01-172-5070

STANDARD FORM 30 (REV. 10-83)

complete. Updating information in the CCR does not alter the terms and conditions of this contract and is not a substitute for a properly executed contractual document.

(g) (1) (i) If a Contractor has legally changed its business name, "doing business as" name, or division name (whichever is shown on the contract), or has transferred the assets used in performing the contract, but has not completed the necessary requirements regarding novation and change-of name agreements in Subpart 42.12, the Contractor shall provide the responsible Contracting Officer a minimum of one business day's written notification of its intention to (A) change the name in the CCR database; (B) comply with the requirements of Subpart 42.12 of the FAR; and (C) agree in writing to the timeline and procedures specified by the responsible Contracting Officer. The Contractor must provide with the notification sufficient documentation to support the legally changed name.

(ii) If the Contractor fails to comply with the requirements of paragraph (g)(1)(i) of this clause, or fails to perform the agreement at paragraph (g)(1)(i)(C) of this clause, and, in the absence of a properly executed novation or change-of name agreement, the CCR information that shows the Contractor to be other than the Contractor indicated in the contract will be considered to be incorrect information within the meaning of the "Suspension of Payment" paragraph of the electronic funds transfer (EFT) clause of this contract.

(2) The Contractor shall not change the name or address for EFT payments or manual payments, as appropriate, in the CCR record to reflect an assignee for the purpose of assignment of claims (see FAR Subpart 32.8, Assignment of Claims). Assignees shall be separately registered in the CCR database. Information provided to the Contractor's CCR record that indicates payments, including those made by EFT, to an ultimate recipient other than that Contractor will be considered to be incorrect information within the meaning of the "Suspension of payment" paragraph of the EFT clause of this contract.

(h) Offerors and Contractors may obtain information on registration and annual confirmation requirements via the internet at <http://www.ccr.gov> or by calling 1-888-227-2423, or 269-961-5757.

(End of clause)

FAR Clause 52.204-7 Central Contractor Registration. (OCT 2003)

(a) Definitions. As used in this clause—

“Central Contractor Registration (CCR) database” means the primary Government repository for Contractor information required for the conduct of business with the Government. “Data Universal Numbering System (DUNS) number” means the 9-digit number assigned by Dun and Bradstreet, Inc. (D&B) to identify unique business entities. “Data Universal Numbering System +4 (DUNS+4) number” means the DUNS number assigned by D&B plus a 4-character suffix that may be assigned by a business concern.

(D&B has no affiliation with this 4-character suffix.) This 4-character suffix may be assigned at the discretion of the business concern to establish additional CCR records for identifying alternative Electronic Funds Transfer (EFT) accounts (see the FAR at Subpart 32.11) for the same parent concern. “Registered in the CCR database” means that—

(1) The Contractor has entered all mandatory information, including the DUNS number or the DUNS+4 number, into the CCR database; and

(2) The Government has validated all mandatory data fields and has marked the record “Active”.

Alternate I (Oct 2003). As prescribed in 4.1104(a), substitute the following paragraph (b) for paragraph (b) of the basic clause:

(b)(1) The Contractor shall be registered in the CCR database by December 31, 2003. The Contractor shall maintain registration during performance and through final payment of this contract.

(2) The Contractor shall enter, in the block with its name and address on the cover page of the SF 30, Amendment of solicitation/Modification of Contract, the annotation “DUNS” or “DUNS +4” followed by the DUNS or DUNS +4 number that identifies the Contractor’s name and address exactly as stated in this contract. The DUNS number will be used by the Contracting Officer to verify that the Contractor is registered in the CCR database.

(2) The offeror shall enter, in the block with its name and address on the cover page of its offer, the annotation “DUNS” or “DUNS +4” followed by the DUNS or DUNS +4 number that identifies the offeror’s name and address exactly as stated in the offer. The DUNS number will be used by the Contracting Officer to verify that the offeror is registered in the CCR database.

(c) If the offeror does not have a DUNS number, it should contact Dun and Bradstreet directly to obtain one.

(1) An offeror may obtain a DUNS number—

(i) If located within the United States, by calling Dun and Bradstreet at 1-866-705-5711 or via the Internet at <http://www.dnb.com>; or

(ii) If located outside the United States, by contacting the local Dun and Bradstreet office.

(2) The offeror should be prepared to provide the following information:

(i) Company legal business.

(ii) Tradestyle, doing business, or other name by which your entity is commonly recognized.

(iii) Company Physical Street Address, City, State, and Zip Code.

(iv) Company Mailing Address, City, State and Zip Code (if separate from physical).

(v) Company Telephone Number.

(vi) Date the company was started.

(vii) Number of employees at your location.

(viii) Chief executive officer/key manager.

(ix) Line of business (industry).

(x) Company Headquarters name and address (reporting relationship within your entity).

(d) If the Offeror does not become registered in the CCR database in the time prescribed by the Contracting Officer, the Contracting Officer will proceed to award to the next otherwise successful registered Offeror.

(e) Processing time, which normally takes 48 hours, should be taken into consideration when registering. Offerors who are not registered should consider applying for registration immediately upon receipt of this solicitation.

(f) The Contractor is responsible for the accuracy and completeness of the data within the CCR database, and for any liability resulting from the Government’s reliance on inaccurate or incomplete data. To remain registered in the CCR database after the initial registration, the Contractor is required to review and update on an annual basis from the date of initial registration or subsequent updates its information in the CCR database to ensure it is current, accurate and

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. CONTRACT ID CODE	PAGE(S) 1 of 3
2. AMENDMENT/MODIFICATION NO. 04	3. EFFECTIVE DATE See Block 16C	4. REQUISITION/PURCHASE REQ. NO.	5. PROJECT NO. (If applicable)	
6. ISSUED BY USDA-FSIS-Acquisitions and Agreements Section 5601 Sunnyside Avenue, Maildrop 5230 Beltsville, MD 20705	CODE	7. ADMINISTERED BY (If other than item 6) USDA, Food Safety and Inspection Service Administrative Services Division Acquisitions and Agreements Section 5601 Sunnyside Ave., Location #2-L188D Beltsville, MD 20705-5230	CODE	
8. NAME AND ADDRESS OF CONTRACTOR (No. street, county, State and ZIP Code) The Baldwin Group, Inc. 611 Pennsylvania Ave., SE, Ste. 353 Washington, DC 20003		(X)	9A. AMENDMENT OF SOLICITATION NO.	
CODE			9B. DATED (SEE ITEM 11):	
FACILITY CODE		X	10A. MODIFICATION OF CONTRACT/ORDER NO. 43-3A94-2-0185	
			10B. DATED (SEE ITEM 11): 05/20/2002	

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

The above numbered solicitation is amended as set forth in item 14. The hour and date specified for receipt of offers is extended. is not extended. Offer: must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or a amended, by one of the following methods: (a) By completing items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment number. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided such telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. ACCOUNTING AND APPROPRIATION DATA (If required)

13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS, IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.

CHECK ONE	A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.
	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation data, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.105(b).
	C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF FAR 43.103(a)(3) Reflect other agreements of the parties modifying the terms of contract.
X	D. OTHER (Specify type of modification and authority) FAR Clause 52.204-7 Central Contractor Registration. (OCT 2003)

E. IMPORTANT: Contractor is not, (X) is required to sign this document and return 1 copies to the issuing office.

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF series number, including solicitation/contract subject matter where feasible.)

The above referenced contract is being modified to incorporate the attached FAR Clause 52.204-7 Central Contractor Registration (Oct 2003).

ALL OTHER TERMS AND CONDITIONS SHALL REMAIN THE SAME.

15A. NAME AND TITLE OF SIGNER (Type or print) BALDWIN H. TOM, President	15B. CONTRACTOR/OFFEROR BY Baldwin H. Tom (Signature of person authorized to sign)	15C. DATE SIGNED Oct 5, 03	16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print) Madonna Langley, Contracting Officer	16B. UNITED STATES OF AMERICA BY Madonna Langley (Signature of Contracting Officer)	16C. DATE SIGNED 10/7/03
--	--	-------------------------------	--	---	-----------------------------

N&N 7540-01-153-8070
Previous edition unusable

STANDARD FORM 70 (REV. 10-93)
Prescribed by GSA, FAR (41 CFR) 51.20

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. CONTRACT ID CODE	PAGE(S) 1 of 1
2. AMENDMENT/MODIFICATION NO. 05	3. EFFECTIVE DATE See Block 16A	4. REQUISITION/PURCHASE REQ. NO.	5. PROJECT NO. (If applicable)	
6. ISSUED BY CODE	7. ADMINISTERED BY (If other than Item 4) CODE			
USDA-PSIS-Acquisitions and Agreements Section 5601 Sunnyside Avenue, Maildrop 5230 Beltsville, MD 20705		USDA, Food Safety and Inspection Service Administrative Services Division Acquisitions and Agreements Section 5601 Sunnyside Ave., Location #2-L188D Beltsville, MD 20705-5230		
8. NAME AND ADDRESS OF CONTRACTOR (Via, street, county, State and ZIP Code) The Baldwin Group, Inc. 611 Pennsylvania Ave., SE, Ste. 353 Washington, DC 20003		(X)	9A. AMENDMENT OF SOLICITATION NO.	
			9B. DATED (SEE ITEM 11):	
		X	10A. MODIFICATION OF CONTRACT/ORDER NO: 43-3A94-2-0185	
			10B. DATED (SEE ITEM 11): 05/20/2002	
CODE	FACILITY CODE			

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offers is extended, is not extended. Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or a amended, by one of the following methods: (a) By completing Items 9 and 10, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. ACCOUNTING AND APPROPRIATION DATA (If required)

13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS, IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.

CHECK ONE	A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.
	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(b).
	C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:
X	D. OTHER (Specify type of modification and authority) Period of Performance

E. IMPORTANT: Contractor is not [X] is required to sign this document and return 1 copies to the issuing office.

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible)

The above referenced contract is being modified to change the Period of Performance from Date of Award until September 30, 2004.

ALL OTHER TERMS AND CONDITIONS SHALL REMAIN THE SAME.

15A. NAME AND TITLE OF SIGNER (Type or print) <u>Baldwin H. Tom</u>		16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print) Madonna Langley, Contracting Officer	
15B. CONTRACTOR/OFFEROR BY <u>Baldwin H. Tom</u> (Signature of person authorized to sign)	15C. DATE SIGNED <u>6 Apr 04</u>	16B. UNITED STATES OF AMERICA BY <u>Madonna Langley</u> (Signature of Contracting Officer)	16C. DATE SIGNED <u>4/7/04</u>

NSN 7540-01-152-2070
Previous edition unusable

STANDARD FORM 30 (REV. 10-83)
Prescribed by GSA FAR (48 CFR) 53.243