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New Hampshire  
Department of Agriculture,  
Markets & Food

Lorraine S. Merrill, Commissioner

August 27, 2014

Her Excellency, Governor Margaret Wood Hassan  
and the Honorable Executive Council  
State House  
Concord, NH 03301

Dear Governor Hassan and Honorable Council:

**REQUESTED ACTION**

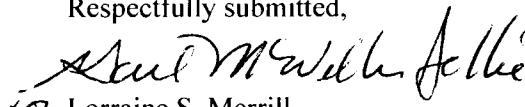
New Hampshire Department of Agriculture, Markets & Food, Division of Agricultural Development (DAMF) requests authorization to enter into a Memorandum of Understanding with the New Hampshire Dept. of Resources & Economic Development, Division of Travel & Tourism Development (DTTD), in the amount of \$70,575.00 to continue a marketing project uniting New Hampshire agriculture with tourism marketing for the State effective upon Governor and Council approval through June 30, 2015. 96% Federal Funds – Specialty Crop Block Grant and 4% Other Funds – UNH Risk Management Grant.

Funding is available in accounts, **02-18-18-185010 Agricultural Development, as follows:**  
33460000 Specialty Crop Block Grant #12-25-B-1475, 88890000 Specialty Crop Block Grant #12-25-B-1684, and 28220000 Risk Management Grant

<u>OBJECT CLASS</u>	<u>ACCOUNT</u>	<u>FY 2015</u>
33460000-500576	Grants-Federal –other state agencies	\$29,669.62
88890000-500576	Grants-Federal – other state agencies	38,155.28
28220000-500567	Promotional & Marketing	<u>2,750.10</u>
	TOTAL	\$70,575.00

**EXPLANATION**

The New Hampshire Dept. of Agriculture, Markets & Food, Division of Agricultural Development (DAMF) wishes to enter into a Memorandum of Understanding with the New Hampshire Dept. of Resources & Economic Development, Division of Travel & Tourism Development (DTTD) to conduct marketing activities for New Hampshire agriculture in conjunction with tourism marketing. This partnership will allow DAMF to utilize DTTD's contracted advertising agency to build a "Buy Local New Hampshire Agriculture" campaign that ties into DTTD's state marketing campaign.

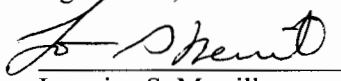
Respectfully submitted,  
  
for Lorraine S. Merrill  
Commissioner

**Memorandum of Understanding  
Between  
New Hampshire Department of Agriculture, Markets & Food  
And  
New Hampshire Department of Resources & Economic Development  
For  
Marketing Partnership**

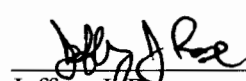
1. This Memorandum of Understanding (MOU) constitutes an agreement between New Hampshire Department of Agriculture, Markets & Food, Division of Agricultural Development, (DAMF) located at 25 Capitol Street, Concord, NH 03301 and New Hampshire Department of Resources and Economic Development (DRED), Division of Travel and Tourism Development (DTTD), located at 172 Pembroke Road, Concord, NH 03301.
2. A partnership between DAMF and DRED will allow DAMF to work with DTTD and continue to utilize the division's contracted advertising agency to build the established "Buy Local New Hampshire Agriculture" marketing campaign that ties into DTTD's state marketing campaign. The total value of this MOU shall not exceed \$70,575.00. This MOU is effective upon Governor & Council approval through June 30, 2015.
3. Services provided by DRED, DTTD include consulting time to develop a plan specific to marketing New Hampshire agriculture and conducting the activities in the plan as approved by DAMF, Division of Agricultural Development and DRED, DTTD.
4. DAMF will reimburse DRED, DTTD for allowable costs upon receipt of an itemized invoice, referencing this MOU. DAMF shall have final authority for approval of costs as submitted.
5. The conditions and responsibilities outlined in this agreement are subject to the availability of resources. Either party may terminate this agreement by written notice to the other party effective upon delivery to that party, if funds become unavailable to carry out this agreement. Upon termination, all expenses incurred by DRED prior to the termination will be reimbursed.

In witness whereof, the parties hereto have caused this Memorandum of Understanding to be executed:


New Hampshire Department of  
Agriculture, Markets & Food

 8-21-14  
\_\_\_\_\_  
Lorraine S. Merrill                      Date  
Commissioner

New Hampshire Department of Resources  
and Economic Development

 7/28/14  
\_\_\_\_\_  
Jeffrey J. Rose                      Date  
Commissioner

Approval by the Attorney General

By:  \_\_\_\_\_ Date: 9-3-14