



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES
OFFICE OF STATE PROCUREMENT SERVICES
 STATE OF MAINE

PROCUREMENT JUSTIFICATION FORM (PJF)

This form must accompany all contract requests and sole source requisitions (RQS) over \$10,000 submitted to the Office of State Procurement Services.

INSTRUCTIONS: Please provide the requested information in the white spaces below. All responses (except signatures) must be typed; no hand-written forms will be accepted. See the guidance document posted with this form on the Procurement Services intranet site (Forms page) for additional instructions.

PART I: OVERVIEW				
Department Office/Division/Program:		Maine Dept. of Agriculture, Conservation & Forestry		
Department Contract Administrator or Grant Coordinator:		Anne Trenholm		
(If applicable) Department Reference #:				
Agency Department Code:		Advantage CT / RQS #:	CT 01A 20220928*0929	
Amount: (Contract/Amendment/Grant)	\$ 24,000.00			
CONTRACT	Proposed/Original Start Date:	10/15/2022	Proposed/Most Recent End Date:	6/1/2026
AMENDMENT	New Effective Date:	3/6/2026	New End Date (if Applicable):	10/01/2028
GRANT	Project Start Date:		Grant Start Date:	
	Project End Date:		Grant End Date:	
Vendor/Provider/Grantee Name, City, State:		VS0000026040 Kadupul, Athens, GA		
Brief Description of Goods/Services/Grant:		Agritourism Coaching and Consulting		

PART II: JUSTIFICATION FOR VENDOR SELECTION			
Check the box below for the justification(s) that applies to this request. (Check all that apply.)			
<input type="checkbox"/>	A. Competitive Process	<input type="checkbox"/>	G. Grant
<input checked="" type="checkbox"/>	B. Amendment	<input type="checkbox"/>	H. State Statute/Agency Directed
<input checked="" type="checkbox"/>	C. Single Source/Unique Vendor	<input type="checkbox"/>	I. Federal Agency Directed
<input type="checkbox"/>	D. Proprietary/Copyright/Patents	<input type="checkbox"/>	J. Willing and Qualified
<input type="checkbox"/>	E. Emergency	<input type="checkbox"/>	K. Client Choice
<input type="checkbox"/>	F. Higher Education Cooperative Project	<input checked="" type="checkbox"/>	L. Other Authorization

Please respond to ALL of the questions in the following sections.

PART III: SUPPLEMENTAL INFORMATION	
1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.	<p>The project has been refined based on the pilot projects for MDACF’s inaugural Agritourism Courses and Agritourism Summit. Using feedback from course participants and stakeholders, the next phase will serve as a transition opportunity to expand the project’s reach. This phase aims to strengthen networking and support across Maine’s tourism regions, business, and farming communities; increase awareness of how agritourism can be integrated into farm business strategies and decision-making; prioritize collaboration among businesses (e.g., trails, trip-chaining, and regional or community-based initiatives); and provide a reference resource to help farmers determine which, if any, agritourism models align with their business goals.</p>
2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the solicitation (RFP/RFA/RFQ) number if applicable.	<ul style="list-style-type: none"> • This is an amendment for work extension of a project started with HR133SCBC specialty crop grant project and dedicated promotional funds for Maine DACF’s agritourism pilot course. • This is a distinct project that MDACF hopes will become a model example for use by other agribusinesses to understand if and how agritourism is applicable to their enterprise. This vendor has distinct experience and related qualifications in agriculture, hospitality, and research in economic development for rural communities. • This vendor has the capacity to manage work that supports course participants, and collaborate with MDACF and stakeholders to create customized services for multiple sessions and course materials that will have a multi-year shelf life. • Vendor has successfully partnered with MDACF to pilot course programs and serve as a coach for participating agricultural businesses. • The vendor is part of recently established networks, including the Global Agritourism Network, and has experience doing collaborative service work with regional agritourism development programs and research.
3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.	<ul style="list-style-type: none"> • As part of the HR133SCBC specialty crop grant project, the vendor met the USDA Specialty Crop allowable amounts for consulting work. • There is a limited marketplace for specialized agritourism consulting. Agritourism consulting fees vary by service type, experience, and project scope. Project-based fees and specialized services have a range (\$1,500–\$5,000+) for a month or fewer sessions, which typically include coaching and technical support. Other factors like customization and travel typically influence per-farm or business prices. Hourly rates typically range from \$75–\$200; Per-acre pricing (\$3.82–\$7.60/acre). The time of year, topic-specific (i.e., a webinar with supporting documents is \$60 for a 30-minute webinar), and other customizations affect the price. Individual sessions rates may range from \$300 (one session), to \$1,100 (four sessions). • Using a blend of this research, asking others, searching through farm services, etc., and our own expertise and familiarity, we believe \$20,000 is a reasonable, and valuable amount.

PART III: SUPPLEMENTAL INFORMATION

- **Summary Estimate:** Consultant time across the proposal averages **\$100–\$125/hour**, with session-based equivalents ranging from **\$100 to \$500 per event**, depending on length and scope.
- **As a reference, all deliverables (\$8,000 + \$8,000 + \$6,000 = \$22,000) cover roughly 7 to 10 months of work.**
- Including webinars, workshops, office hours, data analysis, and reporting — this equates to an estimated **\$100–\$125 per hour**, assuming 175–220 total hours of professional work – but the total hours are likely to be more.
- **As a reference, for comparison, session equivalents would have these benchmarks:**
 - **Monthly “Digital Field Day” webinars (90 minutes each):** ~\$150–\$190 per session.
 - **Monthly 60-minute office hours:** ~\$100–\$125 per session.
 - **Half-day (4-hour) kick-off workshop:** ~\$400–\$500 estimated value.

4. Describe the plan for future competition for the goods or services.

Utilize PQVL, or other competitive analysis tool, such as an RFP, or solicitation of work if applicable.

PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)

Does this request utilize ARPA/MJRP funds?

Yes, MJRP funds (023) – If Yes, please attach the approved Business Case(s).

Yes, ARPA funds (025) or (026) – If Yes, please be aware of the requirements from awarding federal agencies.

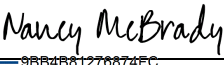
No – If No, proceed to Part V.

PART V: CONFLICTS OF INTEREST (COI); CONTRACT WITH THE STATE


Maine law contains Conflict of Interest statutes directed to State Departments, State Officers, and Employees Generally under MRS [Title 5, §18](#) and [§18-A](#), in harmony with MRS [Title 17, §3104](#).

The requesting department’s signatory affirms, understands, and acknowledges Maine’s Conflict of Interest statutes and, in accordance with those statutes and to the best of their knowledge, has determined that no conflict of interest exists at the time of this contract, renewal, or amendment.

PART VI: APPROVALS

Governor/Department Commissioner or Designee			
1. The signature below indicates approval of this procurement request.			
Signature of requesting Department's Commissioner (or designee):	DocuSigned by: 		
Typed Name:	Nancy McBrady, Deputy Commissioner	Date:	3/19/2026
2. Additional signature required ONLY if box E (Emergency) is selected in PART II. The signature below indicates approval by the Department's Commissioner, or the <u>designee specifically authorized to approve emergency procurement requests.</u>			
Signature of requesting Department's Commissioner (or designee):			
Typed Name:		Date:	

****OSPS Section Only****

Signature of DAFS Procurement Official:	Signed by: 		
Typed Name:	John Spier	Date:	3/19/2026