# TOWN OF APPLE VALLEY, CALIFORNIA

#### AGENDA MATTER

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## AWARD CONTRACT TO RE-NEW HILL'S (SCIENCE DIET) SHELTER PARTNERS PROGRAM

#### **Summary Statement:**

In March 2009, the Town received an invitation to re-new the contract for the Hill's Shelter Partners program. This program provides nutritional food for animals temporarily housed at the shelter. As part of this program, Hills provides a complimentary bag of food with every animal adopted free of charge.

The contract is as follows:

#### 1. Hill's Science Diet Shelter Nutrition Partnership Rebate Program

- a. \$0.35 per pound of dry food ordered with a potential rebate savings of \$0.20 per pound. Rebates are based on the shelter recommending Science diet products to adopters, collecting adopter information at the time of adoption and the direct mail response level to food coupons sent to adopters.
- b. Free of charge, Hill's will provide a 4 or 5 lb. bag of Science Diet to each adopter (one per adoption).
- c. Canned food purchased at wholesale prices.

(Continued)

#### **Recommended Action:**

Direct staff to re-new a two year contract with Hill's Pet Nutrition, Inc. for an inshelter feeding program, subject to "Approval as to Form" by the Town Attorney and "Approval as to Content" by the Town Manager.

Proposed by:	Municipal Services		Item Number	
T. M. Approval:		Budgeted Item	⊠ Yes	□ No □ N/A

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Hill's Pet Nutrition, Inc. is the only pet food manufacturer offering 57% rebate incentives for dry food purchases. Current rebate level for the Town is \$0.28 per lb. and is expected to reach \$0.15 per lb. level during the next fiscal year. Nutro Products, Inc. offers a similar in-shelter feeding program at \$0.35 per pound with no rebate incentives and canned food is not available. Staff is satisfied that Hill's offers the most nutritional food source at a significant cost savings.

While it is anticipated that the numbers of animals housed at the Shelter will increase for the Fiscal Year 2009/2010, staff believes that the additional savings through rebates will keep the expenditures for food at current budget levels. Estimated 2008/2009 year-end expenditures for feeding the animals in our care is \$11,500. Budget requests for 2009/2010 will be at the same level.

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