



STATE OF IOWA
MASTER AGREEMENT
Contract Declaration and Execution

MA 005

26044A

EFFECTIVE BEGIN DATE: 09-16-2026
EXPIRATION DATE: 09-15-2027
PAGE: 1 of 4

VENDOR:

Fresh Baby LLC

00003072699

523 E Mitchell St
Petoskey, MI 49770-2665

VENDOR CONTACT:

Brian Seelye

PHONE: 231-489-7506

EMAIL: brian@freshbaby.com

ISSUER:

Carlos Fuentes

EXT: **PHONE:** 515-240-2698

EMAIL: carlos.fuentes@das.iowa.gov

FOB: FOB Dest, Freight Prepaid

Contract For: WIC & MyPlate Promotional Materials

The parties agree to comply with the terms and conditions on the following attachments which are by this reference made apart of the Agreement. Attachments are on file with the Department of Administrative Service - Central Procurement.

Attachment 1: Competitive Solicitation 005-RFB-2048-2026 including Specifications & Requirements Document

Attachment 2: Contractor's Response to Competitive Solicitation 005-RFB-2048-2026 (except for any contractor objection or amendment to the Competitive Solicitation Document requirements that the State has not explicitly agreed to in writing).

Attachment 3: Contractor's Cost/Bid Tabulation for 005-RFB-2048-2026.

Attachment 4: Contractor's Catalog (use ATTACHMENT 4 rev1 for item/price list effective 9/16/2026)

Please note price reduction on LINE ITEM #1 though LINE ITEM #4 effective 9/16/2026.

Main Contact:

Brian Seelye

(231)489-7506

brian@freshbaby.com

Quarterly Sales reports are due no more than 30 days after every quarter and they must be sent to the DAS Central Procurement contract manager(Carlos Fuentes). Quarterly Reporting Schedule is based on calendar year.

Quarter 1 (Jan 1 Mar 31) Due Apr 30

Quarter 2 (Apr 1 Jun 30) Due July 31

Quarter 3 (July 1 Sept 30) Due Oct 31

Quarter 4 (Oct 1 Dec 31) Due Jan 31

The 1% Admin Fee must be sent quarterly to the address below:

State of Iowa DAS/Central Services Enterprise

Attention: DAS Finance

1305 East Walnut Street, 3rd Floor

Des Moines, IA 50319

RENEWAL OPTIONS

FROM 09-16-2027 **TO** 09-15-2028

FROM 09-16-2028 **TO** 09-15-2029

FROM 09-16-2029 **TO** 09-15-2030

FROM 09-16-2030 **TO** 09-15-2031

AUTHORIZED DEPARTMENT

400 Health and Human Services, Department of

ALL

SUB Other Governmental Entities



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LINE NO.	QUANTITY / SERVICE DATES	UNIT	COMMODITY / DESCRIPTION	UNIT COST / PRICE OF SERVICE
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1	0.00000	EA	715	\$ 2.600000 \$ 0.000000
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REF DOC: REF VNDR LN: REF COMM LN: REF TYPE: FINAL

PUBLICATIONS, A/V MATERIALS, BOOKS, TEXTS, PREPARED MATERIAL
4-6-ounce Kids MyPlate Dairy Training Cup w/Lid

4-6-ounce Kids MyPlate Dairy Training Cup w/Lid

Packaging - Packaged in protective plastic sleeves; bulk-packed in master cartons of 60 to prevent shifting

Updated pricing effective 9/16/2026

2	0.00000	EA	715	\$ 3.680000 \$ 0.000000
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REF DOC: REF VNDR LN: REF COMM LN: REF TYPE: FINAL

PUBLICATIONS, A/V MATERIALS, BOOKS, TEXTS, PREPARED MATERIAL
16-Ounce "Mom Strong" Silicone Band Water Bottle

16-Ounce "Mom Strong" Silicone Band Water Bottle

Packaging - Packaged in protective plastic sleeves; bulk-packed in master cartons of 60 to prevent shifting

Updated pricing effective 9/16/2026

3	0.00000	EA	715	\$ 2.110000 \$ 0.000000
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REF DOC: REF VNDR LN: REF COMM LN: REF TYPE: FINAL

PUBLICATIONS, A/V MATERIALS, BOOKS, TEXTS, PREPARED MATERIAL
"I Got This" Self-Feeding Spoon Assorted Colors

"I Got This" Self-Feeding Spoon Assorted Colors

Packaging - Individually sealed in protective plastic sleeve; bulk-packed in master cartons of 60.

Updated pricing effective 9/16/2026

4	0.00000	EA	715	\$ 2.600000 \$ 0.000000
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FINAL



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REF DOC:

REF VNDR LN:

REF COMM LN:

REF TYPE:

PUBLICATIONS, A/V MATERIALS, BOOKS, TEXTS, PREPARED MATERIAL
Shop Smart. Eat Real. Feel Good. Grocery Bag(name change)

Shop Smart. Eat Real. Feel Good. Grocery Bag
previously known as "MyPlate for the Win" Reusable Grocery Bag

Packaging - Packed in inner
bundles of 25 bags within larger
poly bags; bulk-packed in master
cartons of 100 bag

Updated pricing effective 9/16/2026

5	0.00000	EA	715	\$ 0.000000
				\$ 0.000000

REF DOC:

REF VNDR LN:

REF COMM LN:

REF TYPE: FINAL

PUBLICATIONS, A/V MATERIALS, BOOKS, TEXTS, PREPARED MATERIAL
MISCELLANEOUS/CATALOG ITEMS

See catalog for item listing and pricing



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TERMS AND CONDITIONS

Referenced Terms

The parties agree to comply with the terms and conditions pursuant to the bid process which are by this reference made a part of the Agreement.

THIS MASTER AGREEMENT IS EFFECTIVE AS OF THE LATEST DATE SHOWN IN "EFFECTIVE BEGIN DATE" IN THE UPPER RIGHT HAND CORNER OR THE DATE BELOW SIGNED BY THE STATE OF IOWA.

CONTRACTOR		STATE OF IOWA	
CONTRACTOR'S NAME (If other than an individual, state whether a corp, partnership, etc. Fresh Baby, LLC		AGENCY NAME DAS Central Procurement	
BY (Authorized Signature) <u>Cheryl Moellenbeck</u> Cheryl Moellenbeck (Sep 1, 2026 14:43:33 EDT)	Date Signed 09/01/2026	BY (Authorized Signature) <u>Carlos Fuentes</u> Carlos Fuentes (Sep 1, 2026 13:50:58 CDT)	Date Signed 09/01/2026
Printed Name and Title of Person Signing Cheryl Moellenbeck, Managing Member		Printed Name and Title of Person Signing Carlos Fuentes, Statewide Procurement Officer	
Address 523 E Mitchell St, Petoskey, MI 49770		Address Hoover State Office Building, 1305 East Walnut Street Des Moines, IA 50319	