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Award

## **Nutrient Profile Modelling (NPM) reporting**

Agriculture and Horticulture Development Board

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-001706

Procurement identifier (OCID): ocds-h6vhtk-05a9d4 ([view related notices](#))

Published 9 January 2026, 10:01am

### **Scope**

### **Reference**

STA10249

### **Description**

AHDB was urgently preparing for the introduction of mandatory Nutrient Profile Modelling (NPM) reporting, that could

severely impact meat sales. AHDB are developing a strategy in partnership with nutritionists, retailers to position red meat

as a key vehicle in encouraging higher consumption of fruit, vegetables, and pulses alongside meat. This project will play a

critical role in demonstrating AHDB's leadership in nutrition & health, whilst strengthening red meat's position in the

market. OBJECTIVE The appointed agency will: Support the development of an NPM-aligned communications and

engagement strategy. Build practical plans and toolkits for retailers that highlight the role of red meat in healthy,

balanced shopping baskets. Create messaging that integrates red meat with fruit, veg, and pulses to support healthier

eating patterns. Provide evidence-based nutrition content and consumer insight to underpin recommendations.

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## **Contract 1. Nutrient Profile Modelling**

### **Supplier**

- Nutrient Talent

### **Contract value**

- £41,666 excluding VAT
- £50,000 including VAT

Below the relevant threshold

### **Award decision date**

6 October 2025

### **Earliest date the contract will be signed**

9 January 2026

### **Contract dates (estimated)**

- 9 January 2026 to 12 October 2026
- 9 months, 4 days

### **Main procurement category**

Services

### **CPV classifications**

- 85140000 - Miscellaneous health services

### **Contract locations**

- UK - United Kingdom

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## **Procedure**

### **Procedure type**

Below threshold - without competition

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## Supplier

### Nutrient Talent

1 Portview

Bangor

BT20 5QB

United Kingdom

Email: [example@example.com](mailto:example@example.com)

Region: UKN09 - Ards and North Down

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Contract 1. Nutrient Profile Modelling

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## Contracting authority

### Agriculture and Horticulture Development Board

- Public Procurement Organisation Number: PBHX-8363-MBBV

Middlemarch Business Park, Siskin Parkway East

Coventry

CV3 4PE

United Kingdom

Email: [procurement@ahdb.org.uk](mailto:procurement@ahdb.org.uk)

Website: <http://www.ahdb.org.uk>

Region: UKG13 - Warwickshire

Organisation type: Public authority - central government