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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.

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

Procedure

Procedure type

Below threshold - without competition

Supplier

Nutrient Talent

1 Portview

Bangor

BT20 5QB

United Kingdom

Email: 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

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

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

Region: UKG13 - Warwickshire

Organisation type: Public authority - central government