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Contract

Farming Connect

Llywodraeth Cymru / Welsh Government

F03: Contract award notice

Notice identifier: 2026/S 000-002819

Procurement identifier (OCID): ocds-h6vhtk-047af1

Published 13 January 2026, 4:08pm

Section I: Contracting authority

I.1) Name and addresses

Llywodraeth Cymru / Welsh Government

Gwasanaethau Caffael Corfforaethol / Corporate Procurement Services, Parc Cathays / Cathays Park

Caerdydd / Cardiff

CF10 3NQ

Email

kate.smith@gov.wales

Telephone

+44 3000257095

Country

United Kingdom

NUTS code

UKL - Wales

Internet address(es)

Main address

<http://gov.wales>

Buyer's address

https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0007

I.4) Type of the contracting authority

National or federal Agency/Office

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Farming Connect

Reference number

C165/2025/2026

II.1.2) Main CPV code

- 77000000 - Agricultural, forestry, horticultural, aquacultural and apicultural services

II.1.3) Type of contract

Services

II.1.4) Short description

This contract was established for the delivery of the Farming Connect Programme, which aims to deliver advice on new technologies and production techniques to Welsh farmers. The aim being to enable farming families to diversify, improve business sustainability and access new markets for their products and services. The contract has been divided into five contract Lots as outlined below:

Lot 1 Farming Connect Knowledge Transfer - To deliver an innovative programme of knowledge transfer to support the farming industry in delivering greater sustainability, improved competitiveness, and improved environmental performance for farming businesses in line with SFS objectives.

Lot 2 Farming Connect Lifelong Learning and Development - To deliver a more professional industry through its support for CPD, action learning, mentoring, accredited training, e-learning and clear focus on personal development.

Lot 3 Farming Connect Advisory Service - To manage the development, coordination and delivery of the Farming Connect Advisory Service to provide integrated advice across a broad range of specialist technical and business management areas tailored to meet individual business needs and support the delivery of the SFS.

Lot 4 Farming Connect Service Centre - To establish and manage a Customer Service Centre which will act as the main point of contact for all Businesses, it will also promote all activities and services across the Welsh Government Knowledge Transfer Programme.

Lot 5 Farming Connect Marketing and Communication - To lead on the marketing and communication of all Farming Connect services.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £33,000,000

II.2) Description

II.2.1) Title

Farming Connect Knowledge Transfer

Lot No

1

II.2.2) Additional CPV code(s)

- 77000000 - Agricultural, forestry, horticultural, aquacultural and apicultural services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

To deliver an innovative programme of knowledge transfer to support the farming industry in delivering greater sustainability, improved competitiveness, and improved environmental performance for farming businesses in line with SFS objectives.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Cost / Weighting: 20

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Farming Connect Lifelong Learning and Development

Lot No

2

II.2.2) Additional CPV code(s)

- 77000000 - Agricultural, forestry, horticultural, aquacultural and apicultural services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

To deliver a more professional industry through its support for CPD, action learning, mentoring, accredited training, e-learning and clear focus on personal development.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Cost / Weighting: 20

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Farming Connect Advisory Service

Lot No

3

II.2.2) Additional CPV code(s)

- 77000000 - Agricultural, forestry, horticultural, aquacultural and apicultural services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

To manage the development, coordination and delivery of the Farming Connect Advisory Service to provide integrated advice across a broad range of specialist technical and business management areas tailored to meet individual business needs and support the delivery of the SFS.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Cost / Weighting: 20

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Farming Connect Service Centre

Lot No

4

II.2.2) Additional CPV code(s)

- 77000000 - Agricultural, forestry, horticultural, aquacultural and apicultural services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

To establish and manage a Customer Service Centre which will act as the main point of contact for all Businesses, it will also promote all activities and services across the Welsh Government Knowledge Transfer Programme.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Cost / Weighting: 20

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

II.2) Description

II.2.1) Title

Farming Connect Marketing and Communication

Lot No

5

II.2.2) Additional CPV code(s)

- 77000000 - Agricultural, forestry, horticultural, aquacultural and apicultural services

II.2.3) Place of performance

NUTS codes

- UKL - Wales

II.2.4) Description of the procurement

To lead on the marketing and communication of all Farming Connect services.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 80

Cost criterion - Name: Cost / Weighting: 20

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-034860](#)

Section V. Award of contract

Lot No

1

Title

Farming Connect Knowledge Transfer

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

19 December 2025

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

Mentera

Unit 3, Science Park

Aberystwyth

SY233AH

Country

United Kingdom

NUTS code

- UKL - Wales

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £14,550,000

Section V. Award of contract

Lot No

2

Title

Farming Connect Lifelong Learning and Development

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

19 December 2025

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

MENTERA

Uned 3 Parc Gwyddoniaeth, Aberystwyth

Ceredigion

SY233AH

Country

United Kingdom

NUTS code

- UKL1 - West Wales and the Valleys

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £6,000,000

Section V. Award of contract

Lot No

3

Title

Farming Connect Advisory Service

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

19 December 2025

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

MENTERA

Uned 3 Parc Gwyddoniaeth, Aberystwyth

Ceredigion

SY233AH

Country

United Kingdom

NUTS code

- UKL1 - West Wales and the Valleys

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £8,445,000

Section V. Award of contract

Lot No

4

Title

Farming Connect Service Centre

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

19 December 2025

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

MENTERA

Uned 3 Parc Gwyddoniaeth, Aberystwyth

Ceredigion

SY233AH

Country

United Kingdom

NUTS code

- UKL1 - West Wales and the Valleys

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £1,200,000

Section V. Award of contract

Lot No

5

Title

Farming Connect Marketing and Communication

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

19 December 2025

V.2.2) Information about tenders

Number of tenders received: 1

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

MENTERA

Uned 3 Parc Gwyddoniaeth, Aberystwyth

Ceredigion

SY233AH

Country

United Kingdom

NUTS code

- UKL1 - West Wales and the Valleys

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £2,805,000

Section VI. Complementary information

VI.3) Additional information

Please note this Call-Off Contract has been procured and awarded in compliance with the procedures set out within Dynamic Purchasing System Agreement Reference: Rural Support DPS C119/2023/2024. Under the Public Contracts Regulations 2015 (“PCR 2015”), a contracting authority is not required to issue an award notice for Call-Off Contracts awarded using frameworks, but the Welsh Government has undertaken to voluntarily comply with WPPN 02/22 in relation to the above referenced mini competition under this framework.

(WA Ref:160271)

VI.4) Procedures for review

VI.4.1) Review body

High Court

Royal Courts of Justice, The Strand

London

WC2A 2LL

Telephone

+44 2079477501

Country

United Kingdom