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Contract

## **Representation for AHDB in the Netherlands principally covering Beef and Lamb markets**

AHDB

F03: Contract award notice

Notice identifier: 2023/S 000-007830

Procurement identifier (OCID): ocds-h6vhtk-03877a

Published 17 March 2023, 12:47pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

AHDB

Stoneleigh Park

Kenilworth

CV8 2LZ

#### **Contact**

Sarah Waters

#### **Email**

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

#### **Telephone**

+44 2476478600

#### **Country**

United Kingdom

**Region code**

UKG13 - Warwickshire

**Internet address(es)**

Main address

<https://defra.bravosolution.co.uk/>

Buyer's address

<https://defra.bravosolution.co.uk/>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

Agriculture and Horticulture

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Representation for AHDB in the Netherlands principally covering Beef and Lamb markets

Reference number

2022-553

**II.1.2) Main CPV code**

- 98112000 - Services furnished by professional organisations

**II.1.3) Type of contract**

## Services

### **II.1.4) Short description**

AWARDED CONTRACT - AHDB Exports is looking for a Dutch/English speaking representative to develop the Dutch/Belgium and Scandinavian markets for British lamb and beef.

The successful representative will have the expertise and experience to identify the right priority markets, and ability to devise the best local strategies to achieve effective market growth for British lamb and beef in the selected markets.

It is a mandatory requirement that the successful representative speaks English and Dutch, and lives or has a commercial office based in the Netherlands.

The contract starts 1st April 2023 for one year, with the option to extend for a further 2 periods of 12 months each.

Value is estimated 84,000 EUROS per annum, approx £75 POUNDS STERLING

### **II.1.6) Information about lots**

This contract is divided into lots: No

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

Value excluding VAT: £225,000

## **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- NL - Netherlands

Main site or place of performance

The Netherlands

### **II.2.4) Description of the procurement**

The Contract will be awarded to Provider who will deliver some or all of the following services:

- Driving value and volume sales in the Netherlands
- Liaise closely with the AHDB Exports team to agree and update on activity and provide the latest market intelligence and insights.
- Identify and develop priority markets for British lamb and beef.
- Effectively maintain and build new relationships with relevant contracts in the selected markets. Where appropriate, work jointly with them to increase market exposure and demand for British lamb and beef.
- Devise and implement effective local strategies to promote British lamb and beef aimed at increasing awareness and brand loyalty.
- Act as a brand ambassador for British produce.
- Liaise with central AHDB staff in areas such as media, PR, digital.

#### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 75

Cost criterion - Name: Price / Weighting: 25

#### **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

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

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

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2022/S 000-033150](#)

#### **IV.2.9) Information about termination of call for competition in the form of a prior information notice**

The contracting authority will not award any further contracts based on the above prior information notice

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## **Section V. Award of contract**

### **Contract No**

2022-553

### **Title**

Representation in the Netherlands principally covering Beef and Lamb markets

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

22 February 2023

**V.2.2) Information about tenders**

Number of tenders received: 1

Number of tenders received from tenderers from other 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**

Green Seed The Netherlands B.V

Printerweg 36, 3821 AD Amersfoort, The Netherlands

Amersfoort

Country

Netherlands

NUTS code

- NL - Netherlands

The contractor is an SME

Yes

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

Total value of the contract/lot: £225,000

## **Section VI. Complementary information**

### **VI.3) Additional information**

Opened by Procurement Managers

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

AHDB

Stoneleigh Park

Kenilworth

CV8 2TL

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

DEFRA

Noble House

London

Country

United Kingdom