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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): ocids-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

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

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

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

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