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Award

## **US Dairy Representative**

AHDB

F15: Voluntary ex ante transparency notice

Notice identifier: 2024/S 000-008969

Procurement identifier (OCID): ocds-h6vhtk-044ab4

Published 20 March 2024, 11:13am

### **Section I: Contracting authority/entity**

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

AHDB

Middlemarch Business Park, Siskin Parkway East

Coventry

CV3 4PE

#### **Contact**

Sarah Waters

#### **Email**

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

#### **Country**

United Kingdom

#### **Region code**

UKG - West Midlands (England)

**Justification for not providing organisation identifier**

Not on any register

**Internet address(es)**

Main address

<https://ahdb.org.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**

US Dairy Representative

Reference number

2022-602

#### **II.1.2) Main CPV code**

- 79342000 - Marketing services

#### **II.1.3) Type of contract**

Services

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

AHDB went out to market to find a representative for US Dairy twice without being successful as our requirements are so niche, no submissions were received for either tender opportunity. A supplier was found at a Trade show in the US and began work for us, We required a representative that lived in the US and had knowledge in the Dairy industry. They would need to be able to complete the following on our behalf:

- Liaise closely with the AHDB Dairy Exports team, to agree and update on activity and provide the latest market intelligence and insights
- Identify and develop priority markets (East coast, West coast or specific states for dairy products)
- Effectively maintain and build new relationships with relevant contacts in the US . Where appropriate, work jointly with them to increase market exposure and demand for British dairy products.
- Devise and implement effective local strategies to promote British dairy products aimed at increasing awareness and brand loyalty.
- Devise and help implement online and social media strategy in conjunction with AHDB Dairy & a social media company to raise awareness of British Dairy products.
- Support in-market exhibition activity.

- Liaise with AHDB staff in areas such as media, PR, digital.

Our incumbent was in place for a year and then had to give up the contract due to personal reasons, but found a replacement for AHDB within the industry required, and also in the location needed (US), they demonstrated their ability to preform trade development programmes within this country. After having several failed attempts at finding a supplier, it was decided another tender would produce the same outcome with no suppliers.

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

This contract is divided into lots: No

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

Lowest offer: £100,000 / Highest offer: £400,000 taken into consideration

### **II.2) Description**

#### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

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

NUTS codes

- US - United States

Main site or place of performance

United States

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

The successful In-market will be responsible for increasing awareness of British dairy products in totality. However, there will be a focus on Cheese.

The successful representative will be responsible for delivering an agreed strategy, including delivering agreed promotions & events, an online and social media channel strategy, and connections & networking with potential customers and exporters for British Dairy. This is to increase awareness to help drive value and volume sales.

The successful representative will be expected to:

- Liaise closely with the AHDB Dairy Exports team, to agree and update on activity and

provide the latest market intelligence and insights

- Identify and develop priority markets (East coast, West coast or specific states for dairy products)
- Effectively maintain and build new relationships with relevant contacts in the US . Where appropriate, work jointly with them to increase market exposure and demand for British dairy products.
- Devise and implement effective local strategies to promote British dairy products aimed at increasing awareness and brand loyalty.
- Devise and help implement online and social media strategy in conjunction with AHDB Dairy & a social media company to raise awareness of British Dairy products.
- Support in-market exhibition activity.
- Liaise with AHDB staff in areas such as media, PR, digital.

The successful representative will be required to cover market development work in the dairy sector. Knowledge of the wider gastronomy, retail and foodservice sectors would be an advantage.

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

Price

#### **II.2.11) Information about options**

Options: No

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## **Section IV. Procedure**

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

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

Award of a contract without prior publication of a call for competition in the cases listed below

- The procurement falls outside the scope of application of the regulations

Explanation:

Due to this opportunity requiring a US based representative with knowledge of the Dairy market (especially focussed on cheese), and 2 failed tender attempts without any submissions, our current incumbent recommended this representative to take over, having known them on the dairy circuit in the United States. Several requirements had to be removed from the initial scope due to this not being feasible for the new representative. This is a very niche market, restricted more by the location.

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

The procurement is covered by the Government Procurement Agreement: Yes

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

### **Title**

US Dairy Representative

A contract/lot is awarded: Yes

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

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

27 February 2024

#### **V.2.2) Information about tenders**

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

#### **V.2.3) Name and address of the contractor/concessionaire**

Campbeltown Consulting

Milwaukie, Oregon, USA 97267

Oregon

Country

United States

NUTS code

- US - United States

Justification for not providing organisation identifier

Not on any register

The contractor/concessionaire is an SME

Yes

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

Initial estimated total value of the contract/lot/concession: £400,000

Lowest offer: £100,000 / Highest offer: £400,000 taken into consideration

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## **Section VI. Complementary information**

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

It is very difficult to access the rest of the world for some of AHDB's niche requirements where we need the agent or representative to live in another country in order to carry out our requirements, arranging events, visiting and presenting at trade shows etc, with the expert knowledge required in the country and industry. This opportunity had 2 failed tenders and therefore this is the reason why we have selected the representative in the way that we have.

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

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

AHDB

Middlemarch Business Park, Siskin Parkway East

Coventry

CV3 4PE

Email

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

Country

United Kingdom