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Tender

In-Market representative for the USA (covering Dairy products)

AHDB (Defra Network eTendering Portal)

F02: Contract notice

Notice identifier: 2023/S 000-012236

Procurement identifier (OCID): ocds-h6vhtk-03c4f9

Published 28 April 2023, 10:09am

Section I: Contracting authority

I.1) Name and addresses

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

Contact

Sarah Waters

Email

procurement@ahdb.org.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board>

Buyer's address

<https://defra-family.force.com/s/Welcome>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://defra-family.force.com/s/Welcome>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://defra-family.force.com/s/Welcome>

Tenders or requests to participate must be submitted to the above-mentioned address

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

In-Market representative for the USA (covering Dairy products)

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

The USA is a key target market for high quality dairy products (especially Cheese) into the retail and foodservice sectors. British dairy products are produced to the highest standards and are of the highest quality. The successful representative will be responsible for delivering an agreed strategy, including delivering agreed promotions and events, an online and social media channel strategy, and connections and networking with potential customers and exporters for British Dairy. The aim is to increase awareness to help drive value and volume sales. It is preferred that the supplier/agency is located or has a commercial office in the USA.

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.

Value of the contract is £70k per annum (which includes £10k marketing spend).

II.1.5) Estimated total value

Value excluding VAT: £210,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79416000 - Public relations 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

AHDB intend to procure a Contract to a successful Supplier for the provision of an “AHDB In-Market Representative for USA (covering Dairy products)” through the process set out in this ITT. The successful supplier will be required to deliver an agreed strategy, including delivering agreed promotions and events, an online and social media channel strategy, and connections and networking with potential customers and exporters for British Dairy. These products will be from England, Wales and Scotland.

The aim is to increase awareness to help drive value and volume sales, as well as ensuring value for money for levy payers is provided.

AHDB require an English-speaking representative who must have the expertise and experience to identify the right priority market segments, along with the ability to devise the best local strategy to support and achieve effective market growth.

II.2.5) Award criteria

Quality criterion - Name: Technical/Quality / Weighting: 75

Price - Weighting: 25

II.2.6) Estimated value

Value excluding VAT: £210,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

30 June 2023

End date

29 June 2026

This contract is subject to renewal

Yes

Description of renewals

Initial contract is for 1 year with the option to extend 1+1

II.2.10) Information about variants

Variants will be accepted: No

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

As per specification and all other tender documents uploaded for this project

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

As stated in documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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.2.2) Time limit for receipt of tenders or requests to participate

Date

22 May 2023

Local time

12:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Duration in months: 3 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

22 May 2023

Local time

1:00pm

Place

AHDB HQ

Information about authorised persons and opening procedure

Procurement Managers

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

AHDB (Defra Network eTendering Portal)

Middlemarch Business Park

Coventry

CV3 4SU

Email

Procurement@ahdb.org.uk

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/agriculture-and-horticulture-development-board>

VI.4.2) Body responsible for mediation procedures

Defra Network eTendering Portal

17 Nobel House

London

SW1P 3JR

Country

United Kingdom

Internet address

<https://www.gov.uk/government/organisations/department-for-environment-food-rural-affairs>