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Contract

## **Food Purchase and Consumption data and analysis**

Defra Network eTendering Portal

F03: Contract award notice

Notice identifier: 2023/S 000-020415

Procurement identifier (OCID): ocds-h6vhtk-03e262

Published 17 July 2023, 7:21am

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

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

Defra Network eTendering Portal

17 Nobel House

London

SW1P 3JR

#### **Contact**

Defra group Commercial

#### **Email**

[Procurement.def@gov.sscl.com](mailto:Procurement.def@gov.sscl.com)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

**Internet address(es)**

Main address

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

Buyer's address

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

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

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

National or federal Agency/Office

**I.5) Main activity**

Environment

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## **Section II: Object**

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

#### **II.1.1) Title**

Food Purchase and Consumption data and analysis

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

- 72316000 - Data analysis services

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

Services

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

Defra require robust data on food purchases and consumption and how this is changing in a rapidly evolving policy environment.

#### **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: £748,536.33

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

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

London

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

Defra require robust data on food purchases and consumption and how this is changing in a rapidly evolving policy environment.

Recent inflation is leading to changes in food purchases and consumption for different groups of people. Moreover, in an era where there remains a high degree of concern over rising obesity and poor nutrition, there is a focus on households' shopping baskets.

The UK has also seen a growing interest in alternative protein sources to traditional animal-based proteins, as consumers seek alternatives to traditional animal-based proteins. Innovation has led to an acceleration in novel food production and recent research has outlined how these products have the potential to dramatically transform the UK food system<sup>1</sup>. With rapid developments in this field, including significant support from private investors and industry, there is a critical need to fully understand the size, growth potential and opportunity for the UK market, including trends in consumer demand and uptake. At present, there is limited research in this area, which this project aims to address.

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

Quality criterion - Name: Technical / Weighting: 70

Cost criterion - Name: Commercial / Weighting: 30

#### **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

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

- The services can be provided only by a particular economic operator for the following reason:
  - protection of exclusive rights, including intellectual property rights

Explanation:

Single economic operator with access to the required data set

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

The procurement is covered by the Government Procurement Agreement: No

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## Section V. Award of contract

A contract/lot is awarded: Yes

### V.2) Award of contract

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

23 February 2023

#### 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

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

**V.2.3) Name and address of the contractor**

Kantar UK Limited

London

London

W51UA

Telephone

+44 07825974751

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03073845

Internet address

<https://www.kantarworldpanel.com/global>

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £748,536.33

Total value of the contract/lot: £748,536.33

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## **Section VI. Complementary information**

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

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

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>