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Tender

Meat (Lot One) and Dairy (Lot Two) Consumer Data requirements

AHDB

F02: Contract notice

Notice identifier: 2022/S 000-029154

Procurement identifier (OCID): ocds-h6vhtk-03763e

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Section I: Contracting authority

I.1) Name and addresses

AHDB

Stoneleigh Park, Kenilworth

Kenilworth

CV8 2TL

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.3) Communication

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

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

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

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<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

Meat (Lot One) and Dairy (Lot Two) Consumer Data requirements

Reference number

2022-575

II.1.2) Main CPV code

- 79310000 - Market research services

II.1.3) Type of contract

Services

II.1.4) Short description

Lot 1. Meat Purchase Data - 3rd party contract

Lot 2. Dairy Purchase Data - AHDB only contract

AHDB intend to procure a Contract to a successful Provider or Providers for the provision of Meat and Dairy Consumer Data on behalf of AHDB, HCC and QMS (the Contracting Authority) through the process set out in this ITT. The successful supplier(s) will be required to deliver retail purchase data and insight relating to consumer demand, and deliver the most efficient service for all parties as well as ensuring value for money for levy payers is provided.

AHDB utilise Meat and Dairy retail purchase data to provide value and services to our Levy payers. AHDB have engaged with HCC and QMS and identified the shared need for same and similar services, as all three bodies have the same purpose; working on behalf of UK farmers to help the red meat industry better understand and promote the category. AHDB are therefore procuring these services on behalf of all parties under one contract.

The Contract is expected to commence on 1st April 2023. The initial Contract duration is 2 years with the option to extend for a further 1 year in 2025 and a further year in 2026 (2 +1+1) via single or multiple fixed terms.

HCC and QMS will utilise the contract from November 2023.

Lot One: MEAT. AHDB, QMS and HCC need a selection of core and optional data requirements. These are listed in the specification. The Core data requirement "Primary Red Meat" will be utilised by all parties (AHDB, QMS and HCC) the Optional data requirements will be utilised by individual parties depending on budget availability and organisational need.

Lot Two DAIRY - This is an AHDB requirement only and does not include any other parties. This lot opportunity is for the provision of Dairy Retail Purchase data and insight relating to consumer demand covering Dairy.

AHDB need a selection of core and optional Dairy data requirements, these are listed within the specification.

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

II.2) Description

II.2.1) Title

Meat Purchase Data

Lot No

Lot One - Meat

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

AHDB, QMS and HCC need a selection of core and optional data requirements.

The Core data requirement “Primary Red Meat” will be utilised by all parties (AHDB, QMS and HCC) the Optional data requirements will be utilised by individual parties depending on budget availability and organisational need.

The basic measures required will consist of the following as a minimum:

- Value
- Volume
- Price
- Buyers
- Volume per buyer

Data must be split by retailers. Data must also be grouped by channel including online vs Bricks and Mortar. AHDB, QMS and HCC require non-barcoded products to be included as part of the data requirement, e.g. meat from butchers.

The optional data requirements will consist of:

- The addition of processed red meat
- The addition of all other red meat products (e.g. added value, ready meals etc)
- The addition of a view of poultry and fish “Meat, Fish & Poultry” view
- Advanced measures e.g. switching data and promotion data
- More granular detail for cuts/products (colour coded as optional in document titled ‘Meat Data requirements’ - desirable data splits are used on more of an ad-hoc basis).
- Data split by tiers
- Data split by region - England, Scotland and Wales
- Data split by demographic e.g., age, social class etc.
- Read of meat-free market e.g., meat alternatives, vegan, vegetarian, flexitarian e.g., meat and veg
- Read of total grocery and key categories for comparison e.g. ambient goods, fresh fruit & veg, chilled etc

- Build in existing segmentation

For further information, please review the Lot One specification

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Start date

1 April 2023

End date

1 April 2025

This contract is subject to renewal

Yes

Description of renewals

Initial contract is for 2 years with the option to extend by 1+1 if required. Therefore a potential end date of 1/4/27

II.2.10) Information about variants

Variants will be accepted: Yes

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

II.2) Description

II.2.1) Title

Dairy Purchase Data

Lot No

Lot Two- Dairy

II.2.2) Additional CPV code(s)

- 79310000 - Market research services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Lot Two

This is an AHDB requirement only and does not include any other parties. This lot opportunity is for the provision of Dairy Retail Purchase data and insight relating to consumer demand covering Dairy.

AHDB need a selection of core and optional Dairy data requirements, these are listed within the specification.

The basic measures required will consist of the following as a minimum:

- Value
- Volume
- Price
- Household Penetration - portion of total households reached within a geographical area by a product or a service
- Purchase Frequency
- Purchase Weight

Data must be split by retailers. Data must also be grouped by channel including online vs Bricks and Mortar.

The optional data requirements will consist of:

- More granular detail for products
- Advanced measures e.g. switching data and promotion data
- Data split by demographic e.g. age, social class etc.
- Read of dairy-free market e.g. milk substitutes (almond, oat, etc), cheese alternatives etc.
- Read of total grocery e.g. ambient goods, fresh fruit & veg, chilled etc
- Monthly and quarterly reports on price of milk, cheddar and cream
- Build in existing segmentation

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

Start date

1 April 2023

End date

1 April 2025

This contract is subject to renewal

Yes

Description of renewals

2 years initial contract +1+1 options to extend, potential end date of 1/4/27

II.2.10) Information about variants

Variants will be accepted: Yes

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 documents

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 per specification documents and terms and conditions

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

17 November 2022

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: 6 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

17 November 2022

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: Yes

Estimated timing for further notices to be published: Any new tender opportunity would be advertised in late 2026 for a new contract to be in place April '27. Initial contract runs for 2 years +1+1 term

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.4) Procedures for review

VI.4.1) Review body

Defra

Noble House

London

SW1P 3JR

Country

United Kingdom