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Tender

## **Representation work on behalf of AHDB covering the Belgium market (principally for beef and lamb)**

AHDB (Defra Network eTendering Portal)

F02: Contract notice

Notice identifier: 2024/S 000-039397

Procurement identifier (OCID): ocds-h6vhtk-04c2e9

Published 6 December 2024, 11:28am

### **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](mailto: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 to the above-mentioned address

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

Body governed by public law

**I.5) Main activity**

Other activity

Agriculture

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## Section II: Object

### II.1) Scope of the procurement

#### II.1.1) Title

Representation work on behalf of AHDB covering the Belgium market (principally for beef and lamb)

Reference number

2024-694

#### II.1.2) Main CPV code

- 79416000 - Public relations services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

AHDB intend to procure a Contract to a successful Agency/Representative to work for AHDB by developing awareness of British beef, lamb and pork products in Belgium. The successful agency/representative must be based or have a commercial office in Belgium. AHDB works to develop awareness of British beef, lamb and pork products, based around its 'Quality meat/beef/lamb/pork from Britain' branding. To support this, AHDB requires the delivery of a comprehensive business development, marketing and communication plan, in both in the food service sector and in the retail sector .

Closing date for this tender opportunity is NOON on the 22nd January 2025

Initial contract is for 1 year with options to extend by 1+1

The electronic address at which the Procurement Documents have been made directly available by AHDB by electronic means is <https://defra-family.force.com/s/Welcome>. This is AHDB's e-Sourcing portal.

#### II.1.5) Estimated total value

Value excluding VAT: £390,000

#### 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

- UK - United Kingdom

Main site or place of performance

Belgium

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

AHDB intend to procure a Contract to a successful Agency/Representative to work for AHDB by developing awareness of British beef, lamb and pork products in Belgium. The successful agency/representative must be based or have a commercial office in Belgium. AHDB works to develop awareness of British beef, lamb and pork products, based around its 'Quality meat/beef/lamb/pork from Britain' branding. To support this, AHDB requires the delivery of a comprehensive business development, marketing and communication plan, in both in the food service sector and in the retail sector .

1) A market map, identifying market volumes, key channels of distribution, key suppliers into that market and from where they source their products

2) A plan of brand marketing and business development activity to the audience of distributors, wholesalers, restaurateurs and retailers, encompassing innovative and efficient tools allowing regular contacts with these operators (newsletter, portable apps, receptions etc) .The objective is to strengthen the link of AHDB with key importers / wholesalers / retailer in the Belgian market.

The plan of field marketing activities should involve the main English exporters, as well as importers and suppliers serving the Belgian market including those serving the market with UK lamb operating from France. The objective is to add value to beef, lamb and pork sales by product differentiation at point of sale.

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

Quality criterion - Name: Quality / Weighting: 85

Price - Weighting: 15

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

Start date

1 April 2025

End date

31 March 2028

This contract is subject to renewal

Yes

Description of renewals

1 year contract with 1+1 options to extend

#### **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

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## **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 tender documents

#### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

As per tender documents

#### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

As per tender documents

### **III.2) Conditions related to the contract**

#### **III.2.2) Contract performance conditions**

As per tender documents

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## **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 January 2025

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

22 January 2025

Local time

1:00pm

Place

AHDB HQ

Information about authorised persons and opening procedure

Procurement Managers

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**Section VI. Complementary information**

**VI.1) Information about recurrence**

This is a recurrent procurement: No

**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](mailto: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

Seacole Building, 2 Marsham Street

London

SW1P 4DF

Country

United Kingdom

Internet address

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