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Tender

Representation in the Netherlands principally covering beef and lamb markets on behalf of AHDB

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-076957

Procurement identifier (OCID): ocds-h6vhtk-05e897 ([view related notices](#))

Published 25 November 2025, 3:27pm

Scope

Reference

2035-768

Description

The AHDB representative requirements for the selected markets include, but not limited to:

- Liaise effectively with the UK and French based AHDB Export teams by regular telephone, email and face-to-face communication. This may require foreign travel to AHDB Head Office or major food events (e.g. SIAL Paris, Anuga Cologne) for meetings. The total number of face-to-face meetings, including at events, is expected to be a minimum of three per year
- Establish a detailed understanding of the market opportunity, including a breakdown of sales and marketing potential by channel and product sector, and an identified list of development target customers.

- Build and maintain effective relationships with UK beef and lamb exporters, agents, representatives and in-market importers, distributors, food service operators and retailers.

As appropriate, work jointly with these contacts to successfully deliver promotional activities .

Initial 2 year contract with options of 1+1 extensions

Closing date is NOON 19th Jan 2026.

Estimated cost £170k (VAT inclusive) per annum.

e-Sourcing portal is <https://defra-family.force.com/s/Welcome>

Total value (estimated)

- £566,666 excluding VAT
- £680,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 1 April 2026 to 31 March 2028
- Possible extension to 31 March 2030
- 4 years

Description of possible extension:

1+1

Main procurement category

Services

CPV classifications

- 79342000 - Marketing services

Contract locations

- NL - Netherlands

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

12 January 2026, 12:00pm

Tender submission deadline

19 January 2026, 12:00pm

Submission address and any special instructions

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

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

17 February 2026

Recurring procurement

Publication date of next tender notice (estimated): 1 November 2029

Award criteria

Name	Description	Type	Weighting
Technical/Quality & Price	Quality/Technical 75% Cost 25%	Quality	75.00%
Price	25% Price	Price	25.00%

Other information

Applicable trade agreements

- Government Procurement Agreement (GPA)

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

- Public Procurement Organisation Number: PBHX-8363-MBBV

Middlemarch Business Park

Coventry

CV3 4SU

United Kingdom

Contact name: Sarah Waters

Email: procurement@ahdb.org.uk

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

Region: UKG13 - Warwickshire

Organisation type: Public authority - sub-central government