

CONTRACT FOR THE PROVISION OF GOODS AND/OR SERVICES

Agriculture and Horticulture Development Board

and

Perez Vega Consulting

Contract for the Provision of a Digital Marketing Agency in Mexico to help develop the market for British Pork

Ref: Reference number: 2021-546

Estimated contract start date: 03/10/2022

Initial contract end date: 03/10/2023

Options to extend: 1+1

AHDB
Stoneleigh Park
Kenilworth
Warwickshire
CV8 2TL

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FORM OF AGREEMENT

THIS CONTRACT IS MADE ON 3RD OCTOBER, 2022

BETWEEN

Agriculture and Horticulture Development Board, of Stoneleigh Park,
Kenilworth, Warwickshire CV8 2TL ('AHDB')

AND

Perez Vega Consulting, of [REDACTED],
[REDACTED] ('the Supplier')

AHDB and the Supplier are the Parties to the Contract.

WHEREAS

- A. AHDB wishes to acquire general description of goods or services (see Schedule A).
- B. The Supplier is willing to supply the Goods and/or Services in accordance with this Contract.

IT IS HEREBY AGREED

1. The Supplier agrees to supply the Goods and/or Services in accordance with this Contract, including Schedule A and the Appendix.
 - 1.1. Unless otherwise specified, the Supplier shall supply the Goods and/or Services to the Principal Office.
2. Subject to the Supplier's compliance with this Contract including any milestones, AHDB agrees to make payments in accordance with Schedule B.
3. The Parties agree to comply with AHDB's Terms and Conditions for the Purchase of Goods and Services version 2018A ('AHDB Terms' - see Annex), which are incorporated into this Contract.
4. This Contract consists of:
 - this Form of Agreement;
 - Schedule A (Specification, Milestones, page 6), including the Appendix (Specification Details, page 46);
 - Schedule B (Payment and Invoicing, page 8);
 - Schedule C (Contacts, page 10);
 - Annex (AHDB Terms, page 11); and
 - Annex 2 (Data Processing and Protection of Personal Data, page 36,

each of which together with any documents specified therein including the Appendix is incorporated into and forms part of the Contract.

- 4.1. In the case of any conflict or inconsistency, documents shall take precedence in the order in which they appear in Clause 4 above.
- 4.2. Subject to public procurement law, this Contract including the Specification may be amended. Any amendment shall be agreed by the Parties in Writing and shall have no effect unless it has been so agreed.
- 4.3. This Contract and any amendment to it may be executed in counterpart and by the Parties on separate counterparts, each of which when so executed and delivered shall be an original, but all the counterparts shall together constitute one and the same instrument.
5. The Contract shall commence or be deemed to have commenced on 3rd January, 2023 ('Commencement Date').
 - 5.1. The Supplier shall complete its performance of the Contract not later than 3rd January, 2024 ('Completion Date'). There is the option to extend for a further 2 periods of 12 months each should AHDB wish to use, potentially taking the expiration date up to the 3rd January 2026. Any extension will be agreed between both parties and extension contracts will be drawn, agreed and signed by both AHDB and the Supplier. Yearly activities and budgets will be agreed for each extension contract.
 - 5.2. Any date in this Contract may be amended in advance by agreement in Writing and any dates that are consequently to be amended shall be similarly agreed.
 - 5.2.1. Any amendment to this Contract shall be compliant with the public procurement principles underlying the Public Contracts Regulations 2015.
 - 5.3. Notwithstanding any act of termination or the achievement of the Completion Date, the relevant provisions of this Contract shall remain in effect insofar as is necessary to ensure the performance of all obligations and the satisfaction of all liabilities and to enable the exercise of all rights under the Contract in each case as such shall exist at the time of such act or the Completion Date as appropriate.
6. Subject to Clause 6.4:
 - 6.1. The maximum total liability of each Party under this Contract shall be three times the amount set out in relation to that Party in Clause 6.2.
 - 6.2. In respect of any claim or series of connected claims arising out of the same cause in any year whether arising from negligence, breach of contract or otherwise:
 - (a) the maximum aggregate liability of AHDB shall be the greater of £100,000 or 125% of the cumulative total of the payments identified in Schedule B.
 - (b) the maximum aggregate liability of the Supplier shall be the greater of £1,000,000 or 125% of the cumulative total of the payments identified in Schedule B.

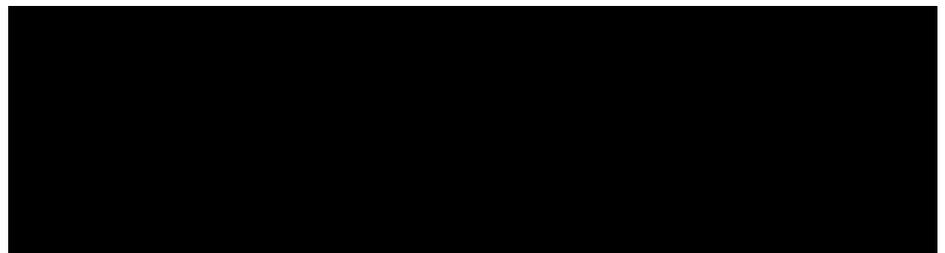
- 6.3. The amounts above may only be amended in Writing and prior to the event in relation to which a claim is made.
- 6.4. Nothing in this Contract shall limit either Party's liability for death or personal injury which may arise as a direct result of that Party's negligent act or omission, or for fraud or fraudulent misrepresentation, or arising as a result of any breach of Data Protection Legislation.
7. For the avoidance of doubt:
 - 7.1. The Supplier's standard terms and conditions for the supply of goods or services do not apply to this Contract except as may be specifically agreed in Writing.
 - 7.2. In the event that the Contract applies only to the provision of Goods, the provisions in the Contract relating only to Services shall not apply.
 - 7.3. In the event that the Contract applies only to the provision of Services, the provisions in the Contract relating only to Goods shall not apply.
 - 7.4. Subject to any specific provision to the contrary, this Contract shall not apply to Research.
8. Any amendments to the Annex to this Contract shall be made as sub-clauses below
 - 8.1. There are no amendments to the Annex.
9. Special Conditions
 - 9.1. Any conditions specified in this Form of Agreement as Special Conditions shall have precedence over any other provision in this Contract.
 - 9.2. There are no Special Conditions.

Signed for and on behalf of the Agriculture and Horticulture Development Board

Signature:

Name of signatory:

Date:



Signed for and on behalf of the Supplier:

Signature:

Name of signatory:

Date:



Schedule A Specification, Milestones

1. Specification

- 1.1. The Specification is detailed in the Appendix, page 46.
- 1.2. The Specification is based on:
- the invitation and/or acceptance by AHDB for the supply of the Goods and/or Services, whether by tender or otherwise, and
 - the Supplier's offer but excluding any of the Supplier's terms and conditions indicated to be imposed thereby except insofar as such terms and conditions do not conflict with any other provision of this Contract.
- 1.3. Any amendment to the Specification agreed in accordance with this Contract shall be deemed to be included in the Appendix.

2. Milestones

- 2.1. The following milestones are agreed:

<i>Date</i>	<i>Milestone</i>
4 weeks from the contract start date (3 rd January 2022)	Delivery of agreed strategy
Agreed at contract stage	Agreement of methods of reporting
Agreed at contract stage	Agreement of reviews, mtgs and audits
To be completed <i>monthly</i> and sent to AHDB Senior Exports Manager for review and agreement for payment	Invoicing
Agreed at contract stage in order to be outlined into contract schedule	Agreement of KPIs

KPI Performance Criteria	Measure	Percentage/Score (how AHDB will assess)
<p><i>Reach</i></p> <p>To actively measure how many people come across our social media accounts and posts</p>	<ol style="list-style-type: none"> 1. Follower count 2. Impressions 3. Post reach 4. Web traffic 5. Share of voice 	<p>>X% Please note: these will be agreed with the successful agency at the start of the contract and are likely to change throughout the duration of the contract as AHDB become more familiar with the market.</p>
<p><i>Engagement</i></p> <p>To actively increase the amount of engagement by the actions of</p>	<ol style="list-style-type: none"> 1. Clicks 2. Likes 	<p>>X% Please note: these will be agreed with the successful agency at the start of the contract and are</p>

clicking through posts, interacting or sharing them	<ol style="list-style-type: none"> 3. Shares 4. Comments 5. Mentions 6. Profile visits 	likely to change throughout the duration of the contract as AHDB become more familiar with the market.
<i>Conversions</i>	Monitoring and increasing interactions into customers	>X% Please note: these will be agreed with the successful agency at the start of the contract and are likely to change throughout the duration of the contract as AHDB become more familiar with the market.
<p>Please include relevant KPIs and measures that you recommend to monitor the effectiveness of our above criteria. These KPIs will form part of the contractual arrangement between the successful agency and AHDB and will be reviewed every six months.</p>		

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3.5. AHDB's address for submission of invoices will be:

Accounts Payable, AHDB, Stoneleigh Park, Kenilworth, Warwickshire CV8 2TL.

3.5.1. Unless otherwise agreed, invoices

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Schedule C Contacts

1. Contact information provided by the Parties shall be deemed to be appropriately inserted below.
2. Unless otherwise agreed, the Primary Contact nominated by a Party shall represent the Party for the purposes of this Contract.

AHDB

3. AHDB's address for correspondence and service (excluding invoices, see Schedule B) will be:
AHDB, Stoneleigh Park, Kenilworth, Warwickshire CV8 2TL
- 3.1. Communications with AHDB shall be marked for the attention of the person named below as AHDB's Primary Contact.
4. AHDB's Primary Contact will be:
[REDACTED]
or such other person as AHDB may nominate.
- 4.1. AHDB's Primary Contact will accept communications by electronic mail [REDACTED] and (except for notices and other matters required to be in Writing) by telephone (☎ [REDACTED]).

Supplier

5. The Supplier's address for correspondence and service will be:
[REDACTED]
- 5.1. Communications shall be marked for the attention of the person named below as the Supplier's Primary Contact.
6. The Supplier's Primary Contact will be:
[REDACTED]
or such other person as the Supplier may nominate.
- 6.1. The Supplier's Primary Contact will accept communications by electronic mail [REDACTED] and (except for notices and other matters required to be in Writing) by telephone (☎ [REDACTED]).
7. The Key Personnel if any in relation to the supply of the Goods and/or Services will be:
[REDACTED]
or such other person as the Supplier may nominate.

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Annex AHDB Terms

**Agriculture and Horticulture Development Board
Terms and Conditions for the Purchase of Goods and Services
version 2018A**

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1. DEFINITIONS

1.1. In this Contract the following words and expressions shall have the meanings given to them below, unless the context otherwise requires:

<i>Word Expression</i>	<i>or Meaning</i>
Academic Institution	<p>A body recognised by an EU member state within which it is situated as being constituted for the principal purposes of academic research and tertiary education. Unless otherwise specified any employee, Student, agent and consultant thereof relevant to the supply of the Goods and Services shall be deemed to be part of the Academic Institution.</p> <p>For the avoidance of doubt a subsidiary company or other affiliate of an Academic Institution shall not be an Academic Institution for the purposes of this Contract unless it is a body constituted <i>per se</i> for the principal purposes of academic research and tertiary education;</p>
AHDB	The Agriculture and Horticulture Development Board or any subsidiary thereof;
AHDB Stores	AHDB Stores, Avenue M, Stoneleigh Park, Kenilworth CV8 2LG
AHDB Terms	AHDB's Terms and Conditions for the Purchase of Goods and Services (the content of this Annex);
Annex	This annex incorporated into this Contract under Clause 4;
Appendix	The appendix incorporated into this Contract under Clause 4;
Brexit	<p>means:</p> <ul style="list-style-type: none">(a) the United Kingdom (UK) ceasing to be a member state of the European Union (EU) and/or the European Economic Area (EEA) on Exit Day; and/or(b) the variation or end of any transitional, trading or other arrangements from time to time between: (i) the UK and the EU and/or EEA (including during any implementation period and IP Completion Day); and/or (ii) the UK and any other country, group of countries, international organisation, or body (including the World Trade Organization) in contemplation of or (directly or indirectly) in connection with the UK's said cessation of its membership of the EU;
Bribery Act	The Bribery Act 2010 and any subordinate legislation made under that Act from time to time together with any relevant guidance or codes of practice issued by a government department concerning the legislation.
Business Hours	Monday to Friday between 9am and 5pm excluding Public and Bank holidays in the UK;
Commencement Date	The date set out in Clause 5 as it may have been amended;

Completion Date	The date set out in Clause 5.1 as it may have been amended;
Confidential Information	<p>Any information which has been designated as confidential by a Party in writing or that ought to be considered as confidential (however it is conveyed or on whatever media it is stored) including information the disclosure of which would, or would be likely to, prejudice the commercial interests of any person or trade secrets or Intellectual Property Rights of a Party and all personal data and sensitive data within the meaning of the Data Protection Legislation.</p> <p>Confidential Information does not include information which:</p> <ul style="list-style-type: none"> (a) is public knowledge at the time of disclosure (otherwise than by breach of any obligation of confidentiality); (b) is in the possession of the receiving Party, without restriction as to its disclosure, before receiving it from the disclosing Party; (c) is received from a third party who lawfully acquired it without restriction as to its disclosure; or (d) is independently developed without access to the Confidential Information;
Contract	This written contract between AHDB and the Supplier as described in Clause 4;
Contracted Worker	A person complying with the criteria set out in Condition 6.1;
Contractor's Confidential Information	For the purposes of Condition 16.2.1 only, any information, which has been designated as confidential by AHDB or the Supplier in Writing or that ought reasonably to be considered as confidential however it is conveyed, including information that relates to the business, affairs, developments, trade secrets, Know-How, personnel and suppliers of the Supplier, including Intellectual Property Rights, together with all information derived from the above, and any other information clearly designated as being confidential (whether or not it is marked as "confidential") or which ought reasonably to be considered to be confidential;
DDP	'Delivered Duty Paid' (as defined in the Incoterms® rules 2010);
Data Protection Legislation(DPL)	The Data Protection Act 2018 and the Privacy and Electronic Communications (EC Directive) Regulations 2003 and any laws or regulations implementing Directive 95/46/EC (Data Protection Directive) or Directive 2002/58/EC (ePrivacy Directive) and/or the General Data Protection Regulation (EU) 2016/679 (GDPR) (including where applicable, the GDPR as it forms part of the law of England and Wales by virtue of the European Union (Withdrawal) Act 2018) and/or any corresponding or equivalent national laws or regulations, including any amendment or update thereof and/or any new or updated laws and regulations relating to data protection including any judicial or administrative interpretation thereof and any guidance, guidelines, recommendations, codes of practice, approved codes of conduct

or approved certification mechanisms issued by the Information Commissioner, any replacement body or other relevant government department or supervisory authority in relation to such legislation from time to time;

Due Date	Has the meaning given to it in Condition 11.3;
Exit Day	shall have the meaning given to it in the European Union (Withdrawal) Act 2018;
FOI Legislation	The Freedom of Information Act 2000 and similar legislation, as set out in Condition 16.1;
Form of Agreement	The agreement on the supply of goods and/or services, to which the Schedules, Annex, Appendix and other documents are attached;
Goods	Any goods, being tangible moveable items, as described in the Specification that are agreed by this Contract to be purchased by AHDB from the Supplier whether or not in relation to the supply of Services;
Hardship	means a fundamental change in the balance of a party's benefits, position or obligations under this Agreement caused by a legal, technical, political, economic or financial event (or events), the impact of which occur during the term of this Agreement.
Industry	The beef and sheep industry in England; the cereal industry in the United Kingdom; the horticulture industry in Great Britain; the milk industry in Great Britain; the oilseed industry in the United Kingdom; the pig industry in England or the potato industry in Great Britain, in each case as defined in the Agriculture and Horticulture Development Board Order 2008;
Intellectual Property Right	Any patent, utility model, invention, trade mark, service mark, logo, design right (whether registrable or otherwise), application for any of the foregoing, copyright, database right, domain name, Know-How, trade or business name, moral right and other similar right or obligation whether registrable or not in any country (including but not limited to the United Kingdom) and the right to sue for passing off;
IP Completion Date	shall have the meaning given to it in the European Union (Withdrawal Agreement) Act 2020;
Key Personnel	Any person identified by name or job title as Key Personnel by the Supplier in Schedule C. If no Key Personnel is identified therein, all references to Key Personnel in this Contract shall have no effect;
Know-How	All information not in the public domain held in any form (including that comprised in or derived from drawings, data formulae, patterns, specifications, notes, samples, chemical compounds, biological materials, computer software, component lists, instructions, manuals, brochures, catalogues and process descriptions and scientific approaches and methods);

Latent Defect	Any hidden flaw, weakness or imperfection in the Goods which AHDB could not discover by reasonable inspection at the time of its receipt of the Goods other than any such defect that had been made known to AHDB by the Supplier in Writing prior to the delivery of the Goods;
Party	Each of AHDB and the Supplier;
Primary Contact	A person nominated as such from time to time by a Party in accordance with Schedule C;
Principal Office	AHDB, Stoneleigh Park, Kenilworth, Warwickshire CV8 2TL;
Purchase Order	AHDB's order for the supply of Goods and/or Services under the Contract;
Research	Any experimental or theoretical work undertaken primarily to acquire new knowledge of the underlying foundations of phenomena and observable facts and/or any planned research or critical investigation (including any critical topic review) aimed at the acquisition of new knowledge and skills for developing new products, processes or services or for bringing about a significant improvement in existing products, processes or services;
Schedule	A schedule incorporated into this Contract under Clause 4;
Services	Any services as described in the Specification that are agreed by this Contract to be purchased by AHDB from the Supplier whether or not in relation to the supply of Goods;
Special Condition	Any provision so specified in the Form of Agreement;
Specification	The specification provided in Schedule A and the Appendix, as it may have been amended;
Supplier	The natural or legal person named in the Form of Agreement as the Supplier. For the avoidance of doubt: <ul style="list-style-type: none"> • the Supplier may comprise more than one person, and • a person undertaking activities on behalf of the Supplier shall not comprise part of the Supplier unless he is named as such in the Form of Agreement;
Writing	Writing on paper, electronic mail, or any other medium that (a) allows information to be addressed to the recipient, (b) enables the recipient to store the information in a way accessible for future reference, and (c) allows the unchanged reproduction of the information stored.

1.2. Unless the context otherwise requires, references in the Contract:

- 1.2.1. to the Supplier or to AHDB shall, where appropriate, be references to any lawful successor, assignee or transferee;
- 1.2.2. to the Supplier shall refer to each person constituting the Supplier and where the Supplier consists of more than one person, subject to any allocation of specific work concerning any part(s) of the Contract to a person or any agreement otherwise, the obligations and liabilities of those persons in relation to the Contract shall be joint and several;

- 1.2.3. to Clauses are references to the clauses of the Form of Agreement, to Conditions are references to the terms and conditions of the AHDB Terms and to paragraphs are references to paragraphs in the referring Appendix or Schedule unless otherwise indicated.
- 1.2.4. to 'person' or 'third party' include any individual, body corporate, unincorporated association, company, corporation, firm, partnership, joint venture, public authority, organisation, institution, trust or agency and any other person whether or not having a separate legal personality and shall include subject to these Conditions the successors, transferees and assigns of such a person;
- 1.2.5. to one gender include all genders;
- 1.2.6. to the singular include the plural and vice versa;
- 1.2.7. to 'includes' or 'including' shall mean without limitation;
- 1.2.8. to 'contract' includes any relevant contract however described therein;
- 1.2.9. to any statute, statutory provision or other instrument, is a reference to it as from time to time amended, extended, consolidated or re-enacted and includes all instruments, orders or regulations made under, or deriving validity from such instrument and any instrument having a similar purpose in the relevant part of the United Kingdom.
- 1.3. Any undertaking by a Party not to do an act or thing shall be deemed to include an undertaking not to permit or suffer such act or thing to be done by another person.
- 1.4. The headings and indexes in this Contract are inserted for convenience only and shall be ignored in construing the Contract.

2. TERMS AND CONDITIONS

- 2.1. Subject to the operation of law, these AHDB Terms read with the other provisions of this Contract as any such may be amended shall govern the Contract to the entire exclusion of all other terms or conditions.
 - 2.1.1. Any amendment to this Contract shall have effect only in relation to this Contract and only if agreed in Writing.
 - 2.1.2. These AHDB Terms as they may be amended from time to time apply to all purchases by AHDB of Goods and Services from the Supplier.
 - 2.1.3. The terms of this Contract shall take precedence over all other terms relating to the undertaking of the Project, including those in any Purchase Order. The Parties agree that any terms in any Purchase Order inconsistent with the terms of this Contract will not amend the terms of the Contract.

3. UNDERTAKINGS BY THE SUPPLIER

- 3.1. The Supplier undertakes that:
 - 3.1.1. it has taken reasonable care in developing and/or assessing the Specification, and believes after due consideration that it together with any of its agents and sub-contractors can fully carry out the necessary work;
 - 3.1.2. to the best of its knowledge and belief, the following shall not constitute an infringement of the Intellectual Property Rights of any third party:
 - (a) the supply of the Goods and Services;

- (b) appropriate use by AHDB of the Goods and Services, which shall take into due consideration any relevant advice on such use that the Supplier may provide.
- 3.1.3. it shall take reasonable steps to ensure that there is no conflict of interest as would be likely to prejudice its impartiality and objectivity in supplying the Goods and Services and that upon becoming aware of any such conflict of interest it shall promptly (and in any case within seven days) inform AHDB in Writing of the same, giving particulars of its nature and the circumstances in which it exists or arises and shall furnish such further information as AHDB may reasonably require.
- 3.1.4. the Goods and the Services shall:
 - (a) not be changed without the prior consent in Writing of AHDB; and
 - (b) conform to the Specification, which the Supplier confirms to be accurate, complete in all material respects and not misleading.
- 3.1.5. the Goods shall:
 - (a) be of the best available design, of the best quality and workmanship subject to the Specification and in any case without fault or defect (including Latent Defect);
 - (b) conform with all Laws applicable to such Goods as regards the design, manufacture, quality, packaging, storage, transportation, delivery, labelling, health, safety and environmental standards and use of such Goods which are in force at the time of supply;
 - (c) be complete and fully operational and shall be delivered within the agreed contract price with all parts (including all parts that are not specified in the Specification but which are required for proper operation and also the usual guards, safety devices, special tools etc.);
 - (d) be accompanied by all appropriate information, warnings, instructions and documentation in relation to the safe use, handling, storing, operation, consuming, transportation and disposal of any Goods or parts or materials including paper and/or electronic operation manuals or those available via functioning web link, in particular in relation to hazardous materials which will be clearly identified to AHDB;
 - (e) be free from chlorofluorocarbons, asbestos, dioxins, halons and radiation above natural background levels and any other similarly hazardous substances unless specifically agreed by AHDB; and
 - (f) comply with any applicable national and international quality assurance standards from time to time published under which the Supplier is approved; and/or as reasonably requested by AHDB.
- 3.1.6. the Services shall be performed with all reasonable care, skill and due diligence and in accordance with best professional, technical and scientific knowledge and practice; legislative requirements; generally recognised commercial practices and standards for similar services; and any agreed service levels.
- 3.1.7. it shall at all times during the duration of this Contract and at its own expense:
 - (a) maintain all licences and consents necessary for the performance of its obligations under the Contract;
 - (b) adopt safe working practices and shall not in the performance of the Contract in any manner endanger the safety of or unlawfully or

unreasonably interfere with the convenience of any other person, including employees and/or contractors of AHDB;

- (c) ensure that, in performing its obligations under the Contract, it does not cause any disturbance or damage to the operations and property at the relevant site;
 - (d) comply with AHDB's conditions and policies in relation to any site under the control of AHDB and any code of conduct and code of ethics that AHDB may provide to the Supplier from time to time;
 - (e) assist AHDB (and any person nominated by AHDB) in the investigation of any accident or incident or the resolution of any dispute, which assistance shall include, but not be limited to, making personnel available for interview, providing access to documents and records and providing information reasonably requested by AHDB;
 - (f) notify AHDB as soon as it becomes aware of any breach of laws or any health and safety incident which arises in relation to the Goods or Services (which notification shall not release the Supplier from any liability and/or obligations in respect of such breach, hazard or issue); and
 - (g) co-operate with AHDB in all matters relating to the Goods and Services.
- 3.2. The undertakings given under this Condition 3 shall survive any performance, acceptance or payment pursuant to, or any expiry or termination of, the Contract and shall be extended to any repaired or replacement Goods or substituted or remedial Services provided by the Supplier.

4. PERSONNEL

4.1. The Supplier shall:

- 4.1.1. deploy sufficient personnel of appropriate qualifications, competence and experience to supply the Goods and Services to time and ensure that they are properly managed and supervised;
 - 4.1.2. carry out and ensure that its employees, agents and sub-contractors supply the Goods and Services with reasonable skill, care and due diligence, in accordance with best professional, technical and scientific knowledge and practice, any legislative requirements and applying an appropriate level of integrity.
 - 4.1.3. take reasonable steps to avoid any changes of Key Personnel, but where the Supplier considers it necessary to do so or such Key Personnel withdraw from or become unavailable for any reason, the Supplier shall promptly inform AHDB and shall take appropriate steps to replace the Key Personnel.
- 4.2. All persons employed by the Supplier in the supply of the Goods and Services shall be its responsibility as employer. The Supplier shall be liable to AHDB for any loss AHDB may suffer arising out of the relationship of the Supplier with any person employed by it or its sub-contractors except (i) where this arises as a direct result of any breach of contract, breach of statutory duty and/or negligence on the part of AHDB or (ii) where the Supplier could not reasonably have prevented the act or failure to act leading to the loss.

- 4.3. The Supplier shall on request and subject to any requirements or limitations of the DPL, give AHDB such particulars as it may reasonably require of all persons who are or may be at any time employed in the supply of the Goods and Services.

5. TUPE

- 5.1. The Supplier shall indemnify AHDB for itself and any future provider of services to AHDB against all and any costs, expenses, liabilities, damages and losses arising out of any claim, action, demand or proceeding which arises or is alleged to arise by virtue of the operation of the Transfer of Undertakings (Protection of Employment) Regulations 2006 in connection with the termination of the provision of any of the Services (including without limitation in relation to any dismissal or alleged dismissal of any individual employed or engaged or formerly employed or engaged in the provision of the Services).
- 5.2. The Supplier shall not:
- (a) at any time during the Contract, including any extension, move any staff into the undertaking or relevant part of the undertaking, who do not meet the standards of skill and experience or who are in excess of the number required for the purposes of the Contract; or
 - (b) make any substantial change in the terms and conditions of employment of any staff engaged in supplying the Goods and Services that is inconsistent with the Supplier's established employment and remuneration policies.
- 5.2.1. Where, in the reasonable opinion of AHDB, any change or proposed change in the staff employed in the undertaking or relevant part of the undertaking, or any change in the terms and conditions of employment of such staff would be a material breach of Condition 5.2, AHDB shall have the right:
- (a) to make representations to the Supplier against the change or proposed change;
 - (b) to give notice to the Supplier in accordance with Condition 7 requiring it to remedy the breach within 30 days; and
 - (c) if the Supplier has not remedied the breach by the end of the period of 30 days to the satisfaction of AHDB acting reasonably, to terminate the Contract in accordance with Condition 14.4.
- 5.2.2. If, after due consultation with the Supplier, AHDB reasonably requires and gives the Supplier notice in accordance with Condition 7 that any person is to be removed from involvement in the supply of the Goods and Services, the Supplier shall take reasonable steps to comply with such notice.
- 5.3. Where, in the reasonable opinion of AHDB, the Transfer of Undertakings (Protection of Employment) Regulations 2006 are likely to apply on the termination or expiry of the Contract, the Supplier shall promptly provide on request accurate information relating to the staff who would be transferred under the same terms of employment under those Regulations, including in particular:
- (a) the number of staff who would be transferred, but with no obligation on the Supplier to specify their names;
 - (b) in respect of each of those members of staff their age, sex, salary, length of service, hours of work, overtime hours and rates, any other factors affecting redundancy entitlement and any outstanding claims arising from their employment;
 - (c) the general terms and conditions applicable to those members of staff, including probationary periods, retirement age, periods of notice, current pay

agreements, working hours, entitlement to annual leave, sick leave, maternity and special leave, terms of mobility, any loan or leasing schemes, any relevant collective agreements, facility time arrangements and additional employment benefits.

- 5.3.1. The Supplier shall indemnify AHDB against any claim made against AHDB at any time by any person in respect of any liability incurred by AHDB arising from any deficiency or inaccuracy in information which the Supplier is required to provide under Condition 5.3.
- 5.3.2. AHDB shall take reasonable precautions to ensure that the information referred to in Condition 5.3 is given only to suppliers who have qualified to tender for the future provision of the supply of the Goods and Services and similar goods and services.
- 5.3.3. AHDB shall require any supplier to whom such information is given:
 - (a) to treat the information in confidence,
 - (b) not to communicate it except to such persons within their organisation and to such extent as may be necessary for the purpose of preparing a response to an invitation to tender issued by AHDB, and
 - (c) not to use it for any other purpose.

6. CONTRACTED WORKERS

- 6.1. This Condition 6 applies in relation to and only in relation to a person satisfying all of the following criteria (a 'Contracted Worker'):
 - 6.1.1. The person must be contracted to undertake Research for or supply goods or services to AHDB for six months or more, directly by this Contract or consequent upon an obligation in this Contract upon the Supplier;
 - 6.1.2. The person must not be on the payroll of AHDB or Meat and Livestock Commercial Services Limited or any UK government department (including a devolved administration) or any agency thereof;
 - 6.1.3. The person must be or have been liable to pay UK income tax and/or national insurance contributions at the appropriate time;
 - 6.1.4. The rate of payment (calculated based on a 7.5 hours working day, and excluding reimbursement of expenses necessarily incurred and VAT) for the provision of such services must be £220 or more per day.
- 6.2. Insofar as the Contracted Worker is liable to be taxed in the UK in respect of consideration received in relation to this Contract, he shall at all times comply with the Income Tax (Earnings and Pensions) Act 2003 and all other statutes and regulations relating to income tax in respect of that consideration.
- 6.3. Insofar as the Contracted Worker is liable to National Insurance Contributions (NICs) in respect of consideration received in relation to this Contract, he shall at all times comply with the Social Security Contributions and Benefits Act 1992 and all other statutes and regulations relating to NICs in respect of that consideration.
- 6.4. AHDB may, at any time during the term of this Contract, request the Contracted Worker to provide within a specified period information which demonstrates how he complies with Conditions 6.2 and 6.3 above or why those Conditions do not apply to him. For the avoidance of doubt, this does not oblige the Contracted Worker to disclose the amount of income tax or NICs paid.

- 6.4.1. AHDB may supply any information which it receives under this Condition 6.4 to the Commissioners of Her Majesty's Revenue and Customs for the purpose of the collection and management of revenue for which they are responsible.
- 6.5. Insofar as the Supplier is a Contracted Worker or the Supplier contracts directly or through any other person with any Contracted Worker for the supply of Research or goods or services in relation to the satisfaction of its obligations under this Contract, this Condition 6 shall apply in relation to each Contracted Worker.
- 6.5.1. The Supplier shall ensure that such contracts:
- (a) contain obligations and other provisions equivalent to those in this Condition 6 so that AHDB is able to take action in relation to each Contracted Worker; and
 - (b) ensure that any information provided by a Contracted Worker to any other person in relation to the operation of this Condition 6 may lawfully be provided to AHDB and be provided by AHDB to the Commissioners of Her Majesty's Revenue and Customs.
- 6.6. Subject to Condition 14.12, AHDB may terminate this Contract if:
- (a) in the case of a request mentioned in Condition 6.4, the Contracted Worker:
 - (i) fails to provide information in response to the request within any specified period or, if no period is specified, within a reasonable time, or
 - (ii) provides information which is inadequate to demonstrate either how he complies with Conditions 6.2 and 6.3 above or why those Conditions do not apply to him; or
 - (b) AHDB receives information which demonstrates that, at any time when Conditions 6.2 and 6.3 apply to the Contracted Worker, he is not complying with those Conditions.
- 6.6.1. Amendments to the Contract under Condition 14.12 may exclude the Contracted Worker but AHDB shall have no liability to the Supplier in relation to any liability thereby falling upon the Supplier.

7. CONTACTS AND COMMUNICATION

- 7.1. AHDB and the Supplier shall each nominate a Primary Contact as its principal point of contact.
- 7.1.1. The Supplier shall nominate any Key Personnel.
- 7.1.2. Any such nomination shall be in Writing to the other Party.
- 7.2. The Primary Contacts and the Key Personnel shall communicate as necessary to facilitate the performance of this Contract.
- 7.3. Contact and communication information relating to each Party is set out or deemed to be set out in Schedule C.
- 7.3.1. Unless otherwise agreed, any communication between the Parties concerning the Contract shall be in English.

Notices

- 7.4. Any notice required to be given shall:
- 7.4.1. be in permanent written form and signed by or on behalf of a duly authorised officer of the Party giving notice;

- 7.4.2. be deemed duly served if:
- (a) given to the Representative of the Party to be served with the notice (the 'receiving Party'), or
 - (b) left at, or sent by pre-paid first class post (or by air mail if one Party is outside the UK) or by facsimile transmission to, the address of the receiving Party specified in Schedule C.
- 7.4.3. be deemed to have been received by the receiving Party:
- (a) on the first Working Day after the day on which it is given to the Representative of, or left at the address of, that Party;
 - (b) on the third Working Day after the day on which it is posted save that if the notice is sent by air mail, it shall be deemed to have been so received on the fifth Working Day after the day on which it is posted;
 - (c) on the first Working Day after the day on which a facsimile is transmitted.
- 7.5. In proving the serving and receipt of a notice it shall be sufficient to prove that:
- (a) the notice was given or left in accordance with Condition 7.4.2; or
 - (b) the envelope containing the notice was correctly addressed and was posted; or
 - (c) the facsimile was correctly addressed and was confirmed by the recipient equipment as having been received with all pages successfully transmitted.

8. OPERATION OF THE CONTRACT

- 8.1. The Supplier shall properly manage and monitor the supply of the Goods and Services and inform AHDB in Writing without undue delay if any aspect of the Contract is not being or is unable to be performed.
- 8.1.1. The Supplier shall provide all the facilities necessary to supply the Goods and Services.
- 8.1.2. Any materials or processes used in connection with the supply of the Goods and Services shall be in accordance with standards set out in the Contract.
- 8.2. The Supplier shall supply the Goods and Services to AHDB in accordance with the Specification and ensure that its employees, agents and sub-contractors act with reasonable skill, care and diligence.
- 8.3. The Supplier shall take reasonable steps to follow best professional or good industry practice and ensure compliance with all applicable laws, codes of practice, guidelines and any Standards set out in the Specification, by itself and its servants, employees, agents and sub-contractors.
- 8.4. The Supplier confirms that:
- 8.4.1. it will comply with best practice and relevant provisions, whether statutory or otherwise, relating to health and safety at work;
 - 8.4.2. it will comply with the DPL;
 - 8.4.3. it will not unlawfully discriminate within the meaning and scope of the provisions of the Equality Act 2010;
 - 8.4.4. it will comply with the Bribery Act.
- 8.5. The Supplier confirms that in entering into the Contract it has not:

- 8.5.1. colluded with any competitor in formulating its offer to supply the Goods and Services except insofar as any such competitor is a named participant in a consortium in relation to supply of the Goods and Services of which the Supplier is also a participant;
- 8.5.2. canvassed any person associated with AHDB or otherwise sought improperly to improve its competitive position in relation to this Contract;
- 8.5.3. done or omitted to do anything that would result in a breach of the Bribery Act 2010.
- 8.6. Except to the extent permitted in this Contract, the Supplier shall treat all Confidential Information belonging to AHDB as confidential and shall not disclose any such Confidential Information to any other person without the prior consent in Writing of AHDB, except under an obligation of confidentiality upon such persons and to such extent as may be necessary for the performance of the Supplier's obligations under the Contract.
 - 8.6.1. Each Party may discuss the Contract and its performance with any adviser or consultant subject to appropriate conditions of confidentiality.
- 8.7. The Supplier shall promptly and in any case not later than one week of its becoming aware of any circumstances likely to adversely affect the supply of the Goods and Services bring these matters to the attention of AHDB in Writing and the Primary Contacts shall reasonably agree any consequential action that shall be taken.
- 8.8. Each Party shall, subject to being informed reasonably in advance, attend all meetings specified in the Contract or otherwise reasonably arranged by either Party for the discussion of matters concerned with the supply of the Goods and Services.
- 8.9. At any time prior to delivery of the Goods to AHDB or completion of the Services AHDB (or its nominee) shall have the right to inspect and test the Goods or inspect the work being carried out in performance of the Services. If at the date of the inspection the Goods are located or the Services are being performed at the premises of the Supplier or its associated companies or sub-contractors, the Supplier shall procure that AHDB or its nominees have access on reasonable notice and shall ensure that the inspectors shall receive such information and assistance as they reasonably request in relation to their inspection or testing of the Goods or Services.
 - 8.9.1. If the results of such inspection or testing cause AHDB to be of the opinion (acting reasonably) that the Goods and/or Services do not conform or are unlikely to conform to the Specification, or that the Goods and/or Services may not be delivered to time, AHDB may at its option:
 - (a) inform the Supplier in Writing, following which the Supplier shall immediately take such action as is necessary to ensure conformity or timely delivery as the case may be;
 - (b) reject the Goods or Services; or
 - (c) require and witness further testing and inspection.
 - 8.9.2. Notwithstanding any such inspection or testing, the Supplier shall remain fully responsible for the Goods and the Services and any such inspection or testing shall not diminish or otherwise affect the Supplier's obligations under the Contract.

9. SUB-CONTRACTING

- 9.1. Without prejudice to the provisions of Annex 2, where a Supplier enters into a Sub-Contract for the purpose of performing its obligations under the Contract, it shall ensure that provisions are included *mutatis mutandis* in the Sub-Contract which:
- (a) have the same effect as Conditions 11.3, 11.3.1 and 11.3.2; and
 - (b) require the counterparty to that Sub-Contract to include in any Sub-Contract which it awards provisions having the same effect *mutatis mutandis* as Conditions 11.3, 11.3.1 and 11.3.2.
- In this Condition 9.1, 'Sub-Contract' means a contract between two or more suppliers, at any stage of remoteness from AHDB in a subcontracting chain, made wholly or substantially for the purpose of performing (or contributing to the performance of) the whole or any part of this Contract.
- 9.2. The Supplier shall ensure that any sub-contractor complies with the terms and conditions of this Contract insofar as they are applicable and shall provide AHDB on request with a copy of any sub-contract.
- 9.2.1. Where the Supplier becomes liable to pay interest payments to a sub-contractor, AHDB will not reimburse those costs unless they are incurred due to the negligence or default of AHDB.
- 9.3. The appointment of sub-contractors shall be subject to the prior approval of AHDB which shall not be unreasonably delayed or refused.
- 9.3.1. Any sub-contract shall not relieve the Supplier of its obligations under the Contract and the Supplier shall remain liable to AHDB for any performance or non-performance of such obligations.

10. INTELLECTUAL PROPERTY RIGHTS

- 10.1. Unless otherwise agreed, all Intellectual Property Rights arising from the supply of the Goods and Services to AHDB together with any other information, knowledge, idea, design, material, or invention and any expression of any idea created by the Supplier (or its agents or employees) shall be the exclusive property of AHDB.
- 10.2. The Supplier shall fully disclose all such arising Intellectual Property Rights to AHDB and shall not use them for its own purposes or those of any third party nor disclose them without the prior written consent of AHDB. The Supplier at the request and expense of AHDB will take all measures which may be necessary to vest ownership of such Intellectual Property Rights in AHDB or its nominee and shall assist AHDB in establishing and protecting such Intellectual Property Rights, including if necessary doing all such acts and executing all such documents as AHDB reasonably deems necessary. To the extent permitted by applicable Laws, the Supplier shall waive or shall procure the waiver of moral rights in such Intellectual Property Rights.
- 10.3. The Supplier shall:
- 10.3.1. ensure that each person who is engaged in relation to the Contract is engaged on terms which do not entitle him to copyright or any other arising Intellectual Property Rights;
 - 10.3.2. ensure that it is and remains entitled to transfer free from any encumbrances any title and/or rights necessary to effect any vesting required by this Contract;
 - 10.3.3. co-operate with and assist AHDB in obtaining and/or enforcing any and all rights in such Intellectual Property.

- 10.4. If a claim is made that the possession or use by AHDB of any Goods or Services supplied under this Contract infringes the Intellectual Property Rights of a third party, or in the Supplier's reasonable opinion such a claim is likely to be made, the Supplier shall promptly and at its cost either:
 - 10.4.1. obtain for AHDB the right to continue using the materials which were the subject of the claim; or
 - 10.4.2. modify or replace the infringing part of the materials so as to avoid the infringement or alleged infringement but in such a way that it complies with the representations and warranties in this Contract.
- 10.5. If the Supplier becomes aware that any person alleges that any Intellectual Property Rights owned by or to be vested in AHDB are invalid or that use of such Intellectual Property Rights infringes any Intellectual Property Rights of another party then it shall as soon as reasonably practicable give AHDB particulars thereof in Writing and shall make no comment or admission to any third party in respect thereof.
- 10.6. All AHDB's Intellectual Property Rights and all materials, products, samples, documents and information provided by AHDB to the Supplier (including copyright therein) shall remain the property of AHDB. Their use by the Supplier shall be allowed only within the limits of the purpose of this Contract or another written contract between the Parties.
- 10.7. This Contract shall not affect the ownership of any Intellectual Property Rights in existence before the Commencement Date.
 - 10.7.1. For the avoidance of doubt, Condition 10.1 shall not apply in relation to pre-existing Intellectual Property Rights in software that has been modified at AHDB's expense to enable the performance of this Contract. Any use of such modified software by the Supplier other than at the request of AHDB shall be subject to the prior agreement of AHDB in Writing.

11. PAYMENT

- 11.1. AHDB will not reimburse any increase in the Supplier's costs (including increases in pay rates, national insurance and other employment costs) unless agreed in writing prior to the Supplier incurring such an increase.
- 11.2. All payments shall be paid to the Supplier, which shall hold in trust for AHDB any monies due therefrom to any other person until they are received by that person. The Supplier shall comply with instructions from AHDB in Writing to withhold part or all of any such payment to such a person and AHDB shall reimburse the Supplier for any damages awarded judicially against the Supplier consequent upon the Supplier's compliance with any such instructions.
- 11.3. AHDB shall pay all undisputed amounts within 30 days of the day when it has determined that a received invoice is valid and undisputed (the 'Due Date'). Such determination shall include establishing that it is proper (as described in Schedule B). Time for payment shall not be of the essence of the Contract.
 - 11.3.1. AHDB will consider and verify invoices in a timely manner.
 - 11.3.2. If AHDB fails to comply with paragraph 11.3.1 and there is an undue delay in considering and verifying the invoice, the invoice shall be regarded as valid and

undisputed for the purpose of Condition 11.3 after a reasonable time has passed, taking into consideration all relevant circumstances.

- 11.3.3. If any sum due under the Contract is not paid within 30 days of the Due Date then, without prejudice to the Parties' other rights under the Contract, that sum shall bear simple interest from the Due Date until payment is made in full, both before and after any judgment, at 2 per cent per annum over the official dealing rate in force on the day on which such interest starts to run, where the official dealing rate is the rate announced from time to time by the Monetary Policy Committee of the Bank of England and for the time being in force as the official dealing rate.
- 11.3.4. The Supplier is not entitled to suspend deliveries of Goods or Services as a result of any sum being outstanding.
- 11.3.5. In the event that an agreed milestone is not achieved or the final claim is not made as agreed, AHDB reserves the right to withhold all or part of the relevant monies otherwise due to the Supplier.
- 11.3.6. AHDB reserves the right to audit any payment for which reimbursement is claimed and the Supplier agrees to co-operate fully in relation to any such audit.
- 11.4. Notwithstanding any other provision in this Contract and without prejudice to its other rights and remedies, no part of the final scheduled payment shall be due from or payable by AHDB until the performance of the Contract by the Supplier has been completed to AHDB's satisfaction acting reasonably.
 - 11.4.1. In the event that no final payment is scheduled, such final scheduled payment shall be deemed to be 20% of the total payment due under this Contract if performed in full.
 - 11.4.2. In the event that the Supplier fails to complete such performance on or before the Completion Date through no fault of AHDB:
 - (a) the Parties shall agree a date and the performance shall be completed no later than such date;
 - (b) without prejudice to any other rights and remedies available to AHDB, AHDB shall be entitled to receive from the Supplier an amount equal to 10% of the total sum payable by AHDB to the Supplier under the Contract, such payment being a debt due from the Supplier to AHDB and representing the reasonable estimate by the Parties of the losses or damages likely to arise to or be incurred by AHDB as a result of such breach, and not by way of a penalty or similar charge; and
 - (c) the Supplier shall pay such payment to AHDB within 30 days of receiving a proper invoice from AHDB.
- 11.5. Without prejudice to any other right or remedy, AHDB shall have the right to set off any amount owed by the Supplier to AHDB for any reason including any overpayment by AHDB to the Supplier against any amount payable by AHDB to the Supplier under the Contract or any other contract.

12. LIABILITY

- 12.1. Neither Party shall be responsible to the other Party (including any person forming part of the Supplier) for any special, exemplary, indirect or consequential loss or damage, loss of profit, loss of revenue or anticipated savings, loss of business opportunity or loss of goodwill arising under or pursuant to this Contract, whether arising from negligence, breach of contract or otherwise, whether or not that Party has been advised of the possibility of, should have known of, or could reasonably have prevented, such loss or damage.

- 12.2. The Supplier shall indemnify AHDB, its employees, agents and contractors from and against liability for:
- (a) death or personal injury;
 - (b) loss of or damage to property (including property belonging to AHDB for which it is responsible);
 - (c) any losses arising from a breach of Data Protection Legislation; and
 - (d) actions, claims, demands, costs, charges and expenses (including legal expenses on an indemnity basis)
- which arises out of or in connection with the supply of the Goods and Services or a breach of this Contract.
- 12.3. The indemnities contained in Condition 12.2 shall not apply to the extent that:
- (a) any loss, damage injury, cost and expense is caused by the negligent or wilful act or omission of AHDB, its employees, agents or contractors, or by the breach by AHDB of its obligations under the Contract; or
 - (b) the Supplier is able to demonstrate that the loss, damage or injury arose as a direct result of the Supplier acting on specific instructions in Writing from AHDB.
- 12.4. Each Party shall, with effect from the Commencement Date for such period as necessary to enable the Supplier to comply with its obligations under Condition 12, take out and maintain (and shall require any sub-contractor to take out and maintain) with a reputable insurance company an appropriate level of insurance covering appropriate risks.
- 12.4.1. The insuring Party shall responsibly and reasonably determine the appropriateness of the level of insurance and risks to be covered and shall take into consideration any views reasonably expressed by the other Party. That other Party shall not unreasonably refuse to assist the insuring Party when it is making such determination. Failure to insure adequately shall not relieve a Party of its liability to the other Party.
- 12.4.2. Satisfactory evidence of the level of insurance and the payment of premiums in relation to the policy or policies of insurance referred to in Condition 12.4 shall be shown by the insuring Party to the other Party on request.
- 12.4.3. No Party to the Contract shall take any action or fail to take any reasonable action, or (to the extent that it is reasonably within its power) permit anything to occur in relation to it, which would entitle any insurer to refuse to pay any claim under any insurance policy in which that Party is an insured, a co-insured or additional insured person.
- 12.4.4. AHDB may waive the requirement for indemnity and/or insurance, in whole or part, where the Supplier is able to provide adequate assurance that it can meet any liabilities for which indemnities are provided for under Condition 12.2.
- 12.5. In relation to any Supplier that is an Academic Institution (or is deemed to be such by this Contract), the following shall not apply:
- (a) any requirement for an indemnity and any consequential requirement for insurance and evidence thereof;
 - (b) Condition 11.5.
- For the avoidance of doubt, such non-application shall not relieve the Supplier of any liability to AHDB.

- 12.6. Neither Party shall be responsible for any failure to perform its obligations hereunder due to an event of force majeure, including any circumstances beyond its reasonable control, acts of God, governmental actions, war or national emergency, acts of terrorism, protests, riot, civil commotion, fire, explosion, flood, epidemic, lock-outs, strikes or other labour disputes (whether or not relating to either Party's workforce).
- 12.6.1. In the case of an event of force majeure, the Parties shall seek to minimise any adverse effect on the Contract, including adjusting milestones where appropriate
- 12.6.2. If an event of force majeure delays the supply of any Goods or Services by more than thirty days and this event could reasonably be envisaged to jeopardise the interests of a Party or the Contract, the Parties shall consider and agree on appropriate action including whether the Contract and its performance should be amended, postponed or terminated and subject to the agreement of AHDB shall take appropriate action.

13. DELIVERY, ACCEPTANCE AND REJECTION

- 13.1. Subject to Conditions 13.1.1 and 13.1.2, the Goods shall be delivered DDP to the AHDB Stores and the Services performed at the place specified in the Contract. Delivery shall take place at the entrance to the relevant building or such other building as may be specified and not roadside unless otherwise agreed in writing prior to delivery.
- 13.1.1. Supplies of Goods by letter post may be addressed to the Principal Office.
- 13.1.2. A different place of delivery or performance may be agreed:
- (a) in Writing prior to delivery of the Goods or the performance of the Services; or
 - (b) orally prior to such delivery or performance and where appropriate subsequently confirmed in Writing.
- 13.1.3. The Supplier shall unload the Goods at its own risk as directed by AHDB. Unless otherwise stipulated by AHDB, deliveries shall only be accepted by AHDB in Business Hours.
- 13.1.4. The date for delivery shall be specified, or if no such date is specified then unless otherwise agreed delivery shall take place within 28 days of the order.
- 13.1.5. The Goods shall remain at the risk of the Supplier until delivery in accordance with the Contract to AHDB is complete (including unloading and stacking) when ownership of the Goods shall pass to AHDB.
- 13.2. In respect of Goods, the Supplier shall invoice AHDB upon, but separately from, despatch of the Goods to AHDB. In respect of Services, the Supplier shall invoice AHDB monthly in arrears (or at such other frequency as may be agreed between the Parties).
- 13.3. The Supplier shall ensure that each delivery of Goods is accompanied by a delivery note which shows, among other things, the Purchase Order number, number of packages and contents and, in the case of part delivery, the outstanding balance remaining to be delivered.
- 13.4. Time shall be of the essence of the Contract in relation to the Supplier's obligation to supply the Goods and Services unless otherwise specifically agreed in Writing.
- 13.5. If the Goods are not delivered on the due date, the Services are not provided in accordance with the agreed timetable or if the Goods or Services (in the reasonable opinion of AHDB) do not comply with the Purchase Order, the

Specification or any other standards stipulated by AHDB then, without prejudice to any other rights which it may have, subject to Condition 14.12 AHDB reserves the right to terminate the Contract.

- 13.6. All Goods shall be packaged by the Supplier so as to ensure that they will be in good condition upon arrival at their destination. If the Supplier requires AHDB to return any packaging material to the Supplier that fact must be clearly stated on any delivery note delivered to AHDB and any such packaging material shall only be returned to the Supplier at the cost of the Supplier.
- 13.7. Where AHDB agrees in Writing to accept delivery of Goods or Services by instalments the Contract shall be construed as a single contract in respect of each instalment. Nevertheless failure by the Supplier to properly deliver any one instalment shall entitle AHDB at its option to treat the whole Contract as repudiated.
- 13.8. If the Goods are delivered to AHDB in excess of the quantities ordered AHDB shall be entitled to reject the excess Goods and shall not be bound to pay for the excess and any excess shall be and shall remain at the Supplier's risk and shall be available for collection at the Supplier's expense within 3 months. Thereafter AHDB may dispose of such excess Goods at the Supplier's expense.
- 13.9. AHDB shall not be deemed to have accepted the Goods until it has had 7 days to inspect them following delivery. AHDB shall also have the right to reject the Goods as though they had not been accepted for 14 days after any Latent Defect in the Goods has become apparent.
- 13.10. The Supplier agrees that AHDB or AHDB's representative shall be entitled to monitor the performance of the Contract at any reasonable time and, save where AHDB has good reason not to give any notice, on reasonable notice and to inspect and take copies of any relevant records of the Supplier.
- 13.11. The Supplier shall promptly, and in any case within one week of its becoming aware of any circumstances likely to adversely affect the supply of the Goods and Services or the time in which this will be completed, bring these matters to the attention of AHDB's Primary Contact in Writing and the Primary Contacts shall reasonably agree any consequential action that shall be taken.

14. TERMINATION

- 14.1. This Contract may be terminated by agreement in Writing between the Parties at any time.
- 14.2. Where AHDB is reasonably of the opinion that the Supplier has a significant conflict of interest relating to the Contract, subject to Condition 14.12 AHDB may terminate the Contract. This Condition shall not apply if any such conflict of interest is capable of being avoided or removed and the Supplier promptly and successfully takes steps at its expense to avoid or remove the conflict.
- 14.3. Where in the reasonable opinion of AHDB the Supplier has failed to:
 - (a) progress the supply of the Goods and Services in accordance with the Specification unless otherwise reasonably agreed between AHDB and the Supplier in Writing, including any agreement under Condition 13.11; or
 - (b) otherwise fulfil its obligations under this Contract,

AHDB may give the Supplier notice in accordance with Condition 7 specifying the way in which its performance falls short of the requirements of the Contract, or is otherwise unsatisfactory. Such notice may:

- (a) direct the Supplier to remedy the fault at the Supplier's expense within such time as may be reasonably specified by AHDB; and/or
 - (b) withhold or reduce payments to the Supplier, in such amount as AHDB reasonably deems appropriate in the circumstances.
- 14.3.1. In relation to any significant failure described in Condition 14.3:
- (a) If the failure is not reasonably remediable, AHDB may treat the failure as a material breach of the Contract.
 - (b) If the failure is reasonably remediable and the Supplier fails to remedy it reasonably promptly or in accordance with any direction given by notice under that Condition, AHDB may then treat the failure as a material breach of the Contract.
- 14.4. In the event that the Supplier has committed a material breach of the Contract, subject to Condition 14.12 AHDB may terminate the Contract. This Condition shall not apply if such breach is capable of remedy and the Supplier has remedied such breach at its own expense within 30 days (or such other period as may reasonably be agreed) of being required by AHDB in Writing to do so.
- 14.5. If any distress, execution or other process is levied upon any of the assets of the Supplier intended to be used for the purposes of the supply of the Goods and Services, subject to Condition 14.12 AHDB may terminate the Contract. This Condition shall not apply if the Supplier is able to properly undertake such supply by other means at no additional cost to AHDB.
- 14.6. If the Supplier being an individual dies or is judged incapable of managing his affairs within the meaning of Part VII of the Mental Health Act 1983, AHDB may terminate the Contract.
- 14.7. The Supplier shall promptly inform AHDB in Writing of any proposal or negotiations which will or may result in a merger, take-over, change of control, change of name or change of status and of the completion of any such matter. For the purposes of this Condition 14.7, 'control' has the meaning set out in section 1124 of the Corporation Tax Act 2010.
- 14.7.1. AHDB shall respect any reasonable request by the Supplier to treat information provided under Condition 14.7 as Confidential Information for an appropriate specified period.
- 14.7.2. Upon completion of any of the matters described in Condition 14.7, AHDB shall consider in the context of the Public Contracts Regulations 2015 whether the continuation of the Contract with or without reasonable amendment is unlawful and shall take appropriate action which subject to Condition 14.12 may include terminating the Contract.
- 14.8. The Supplier shall inform AHDB in Writing immediately upon the occurrence of any of the following events:
- (a) being an individual:
 - is the subject of a bankruptcy order, or
 - has made a composition or arrangement with his creditors;
 - (b) being a company:
 - suspends, or threatens to suspend, payment of its debts or is unable to pay its debts as they fall due or admits inability to pay its debts or is deemed unable to pay its debts under the Insolvency Act 1986;
 - goes into compulsory winding up;

- passes a resolution for voluntary winding up;
 - suffers an administrator, administrative receiver or receiver and manager to be appointed or to take possession over the whole or any part of its assets;
 - has entered into a voluntary arrangement with its creditors under Part I of the Insolvency Act 1986;
 - has filed a notice to obtain a moratorium, or made an application for a moratorium, or if any order for a moratorium is granted by the court;
 - has commenced negotiations with all or any class of its creditors with a view to rescheduling any of its debts, or makes a proposal for or enters into any compromise or arrangement with its creditors;
 - has proposed or entered into any scheme of arrangement or composition with its creditors under Part 26 of the Companies Act 2006; or
 - has been dissolved;
- (c) being a partnership or unregistered company:
- goes into compulsory winding up;
 - is dissolved;
 - suffers an administrator or receiver and manager to be appointed over the whole or any part of its assets;
 - has entered into a composition or voluntary arrangement with its creditors; or
 - any individual member of the partnership falls within Condition 14.8(a);
- (d) or is in any case affected by any similar occurrence to any of the above in any jurisdiction,

and subject to Condition 14.12 AHDB may terminate the Contract.

14.9. If:

- (a) the Supplier has failed to make satisfactory progress with the supply of the Goods and Services and AHDB reasonably believes that such supply is unlikely to be completed by the Completion Date;
- (b) AHDB's powers to impose a levy upon any Industry relevant to the Goods and Services are reduced or discontinued; or

subject to Condition 14.12 AHDB may terminate the Contract by giving the Supplier not less than 30 days' notice.

14.10. AHDB shall have the right at any time and for any reason to terminate the Contract by giving not less than 60 days' notice, whereupon all work on the Contract shall be discontinued.

14.11. Subject to Condition 14.12 and pursuant to regulation 73 of the Public Contracts Regulations 2015, AHDB may terminate the contract by giving the Supplier not less than 30 days' notice if:

- (a) the contract has been subject to a substantial modification which would have required a new procurement procedure in accordance with regulation 72(9) of those Regulations;

- (b) the Supplier has, at the time of contract award, been in one of the situations referred to in regulation 57(1), including as a result of the application of regulation 57(2) of those Regulations, and should therefore have been excluded from the procurement procedure; or
 - (c) the contract should not have been awarded to the Supplier in view of a serious infringement of the obligations under the Treaties and the Public Contracts Directive that has been declared by the Court of Justice of the European Union in a procedure under Article 258 of the Treaty of the Functioning of the European Union.
- 14.12. Before giving notice of termination under Conditions 6.6, 13.5, 14.2, 14.4, 14.5, 14.7.2, 14.8, 14.9, 14.10 or 14.11, AHDB shall consult the Supplier and the Parties shall promptly consider whether any part of the supply of the Goods and Services could reasonably and usefully continue to be undertaken as an alternative to termination and if so whether the Contract should consequently be amended. If AHDB agrees to such continuation, notice of termination shall not be given and appropriate amendments shall be made to the Contract, which may include amendments to the Specification and the payments due.
- 14.12.1. In the event that no agreement is reached to continue the supply of any or all of the Goods and Services within 10 days of AHDB consulting the Supplier under Condition 14.12, AHDB may terminate the Contract.
- 14.13. Notice of termination of this Contract shall be given by AHDB to the Supplier in accordance with Condition 7.
- 14.14. AHDB may, during any notice period direct the Supplier:
 - (a) to refrain from performing the Contract or any part thereof;
 - (b) to cease work immediately; or
 - (c) to complete, in accordance with this Contract, any part of the supply of Goods or Services, which shall be paid at the agreed price or, where no agreement exists as to price, a fair and reasonable price, and such of the Contract as is relevant to the completion of such part shall continue to have effect until such part is completed or discontinued.
- 14.15. Termination of this Contract by AHDB may (unless otherwise specified) have immediate effect.
- 14.16. Except as expressly provided in this Contract, termination of the Contract shall not affect:
 - (a) any right, obligation or liability of any Party which has accrued at the date of termination;
 - (b) any provision of this Contract which is expressly or impliedly intended to continue to have effect after the Contract has been terminated.
- 14.17. If the Contract is terminated by AHDB otherwise than as a consequence of a material breach by the Supplier, the Supplier shall be entitled to claim from AHDB reimbursement of expenditure incurred or irrevocably committed by the Supplier necessarily and properly in relation to the performance of this Contract including expenditure unavoidably incurred as a result of such termination but excluding loss of profits and any compensation or consequential or indirect loss. The liability of AHDB under this Condition together with any other payments made or to be made to the Supplier shall not exceed the total sum payable for the supply of the Goods and Services as set out in Schedule B.

- 14.17.1. Any such reimbursement shall be conditional upon the Supplier complying with a duty to mitigate such costs as far as is reasonably practicable.
- 14.18. In the event of termination of this Contract as a consequence of a material breach by the Supplier:
- (a) AHDB shall not be under any obligation to make any payment to the Supplier for such period as is reasonable for AHDB to assess the loss and/or damage suffered as a result of the termination. After such period and discussion with the Supplier, AHDB may recover the amount of such loss and/or damage including by set off against any sums due to the Supplier in relation to this Contract;
 - (b) the Supplier shall promptly refund to AHDB any funds paid by AHDB to the Supplier in accordance with this Contract and not in the reasonable opinion of AHDB properly spent or properly committed for the purposes of the Contract;
 - (c) all rights granted to AHDB by the Supplier including any licence to use any Intellectual Property Rights in relation to the Goods and Services shall reasonably continue until the supply of the Goods and Services has been discontinued or completed in relation to the Goods and Services or similar goods and services with a replacement supplier;
 - (d) all rights acquired during the period of the Contract by the Supplier to use any Intellectual Property Rights provided by AHDB shall cease upon termination;
- 14.19. In the case of termination of this Contract pursuant to Conditions 5.2.1(c), 6.6, 13.5, 14.2, 14.4, 14.5, 14.6, 14.7.2, 14.8, 14.9 or 14.10, without prejudice to any other rights which it may have AHDB reserves the right to:
- 14.19.1. refuse to accept any subsequent delivery of the Goods or Services which the Supplier attempts to make;
 - 14.19.2. purchase from a third party Goods and Services of similar nature and scope to those that were to be supplied under this Contract;
 - 14.19.3. recover from the Supplier any excess cost incurred by AHDB over the price agreed in this Contract together with all charges and expenses arising from the purchase of such Goods or Services from the third party; and
 - 14.19.4. claim damages for any additional costs, loss or expenses incurred by AHDB which are in any way attributable to the Supplier's failure to perform the Contract.
- 14.20. Subject to Condition 14.20.1, to the extent that the Contract is declared wholly ineffective or otherwise invalid, void, voidable or unenforceable by any court, tribunal or administrative body of competent jurisdiction pursuant to law (including any law which implements or gives effect to the EU Remedies Directive [2007/66/EC]), the Contract shall terminate with immediate effect and Condition 14.17 shall apply. The Supplier acknowledges that, other than as set out in this Condition 14.20 (or Condition 14.20.1 if applicable), it shall be entitled to no other payment from AHDB in the event of any such termination.
- 14.20.1. Where a declaration of the type described in Condition 14.20 (a 'Declaration') is stayed or otherwise suspended pending an appeal by AHDB or for any other reason, the Contract shall continue in full force and effect for such period of stay or suspension (the 'Relevant Period'). If the Declaration is upheld at the end of the Relevant Period the Contract shall be deemed to have terminated on the date the original Declaration was made (or such other date as may be determined by the court, tribunal or administrative body of competent

jurisdiction) and the provisions of Condition 14.20 shall apply with effect therefrom (provided that the amounts being reimbursed to the Supplier thereunder shall include those reasonably incurred by it in respect of work-in-progress or Services performed during the Relevant Period). If the Declaration is overturned at the end of the Relevant Period the Contract shall continue in full force and effect for the remainder of the Term. The Supplier agrees to provide all reasonable assistance to AHDB in connection with any Declaration or appeal against a Declaration and in mitigating the effect of such.

14.21. The Supplier shall co-operate fully with AHDB following the termination of the Contract as a consequence of its expiry or otherwise. This co-operation shall extend to allowing full access to, and providing copies of, all documents, reports, summaries and any other information relating to the supply of the Goods and Services. Upon the termination of the Contract, the Supplier shall:

- (a) forthwith return to AHDB the originals and any copies of all documents and materials provided in relation to the Contract and destroy any electronic copies thereof;
- (b) transfer to AHDB, or any person designated by AHDB, free of charge, all computerised filing, recording, documentation, planning and drawing held on software and utilised in the supply of the Goods and Services;
- (c) permit AHDB to enter premises and recover any documents, equipment and materials which are the property of AHDB provided AHDB reasonably informs the Supplier in advance of its intention so to do,

so however that such documents, equipment and materials may be retained insofar as they are required by the Supplier for the purposes of another contract with AHDB.

14.21.1. Following termination or expiry of the Contract otherwise than as a result of a material breach by the Supplier, the Supplier shall be entitled to invoice AHDB for a reasonable fee in respect of the Supplier's time spent on assisting AHDB with any requests for information.

Brexit

14.22. In the event that AHDB suffers Hardship as a result of Brexit, including (but not limited to) the following circumstances:

- 14.22.1. the imposition of tariff and/or non-tariff barriers on the supply of Goods and/or Services between the UK and EEA or EU;
- 14.22.2. the Supplier is no longer permitted or authorised to supply the Goods and/or perform the Services in the UK;
- 14.22.3. circumstances in which relevant laws of the UK relating to the supply of the Goods and/or Services are no longer consistent with the laws of the EU or EEA;
- 14.22.4. the transfer (or onwards transfer) of personal data to the UK or EEA (or any part) that is necessary for the performance of this Agreement becoming unlawful (or becoming unlawful without the use of new or additional appropriate safeguards);
- 14.22.5. changes in currency exchange rates impacting the cost of the supply of the Goods and/or Services,

AHDB may (without prejudice to any other rights and remedies it may have under this Agreement) terminate this Agreement immediately with no liability to the Supplier by providing written notice to the Supplier.

15. TRANSFER OF RIGHTS AND OBLIGATIONS

- 15.1. The Supplier shall not sub-contract, transfer, assign, charge, or otherwise dispose of the Contract or any part of it without the prior consent of AHDB in Writing, which may be conditional but shall not be unreasonably withheld, denied or delayed.
 - 15.1.1. The Supplier shall ensure, if so requested by AHDB, that an assignee enters into a novation agreement with AHDB to perform the Contract as if the assignee were a Party to the Contract in lieu of the Supplier.
- 15.2. AHDB may at any time by giving 30 days' notice to the Supplier in accordance with Condition 7, transfer or assign all or any rights and/or obligations under the Contract.

16. FREEDOM OF INFORMATION AND DATA PROTECTION

- 16.1. The Parties acknowledge that, in order to be compliant with the Freedom of Information Act 2000, the Environmental Information Regulations 2004, or any other legislation governing access to information (the 'FOI Legislation'), there may be an obligation to provide information that relates to this Contract, which may include Confidential Information, on request to third parties.
 - 16.1.1. In the event that either Party receives a request for information relating to the Contract falling within the scope of the FOI Legislation, that Party (the 'Disclosing Party') shall be entitled to disclose such information as is necessary to comply with the FOI Legislation. The Parties shall co-operate in order to enable the Disclosing Party to comply with its obligations under the FOI Legislation. Where Confidential Information relating to the Contract is exempt from disclosure, it shall not be disclosed without the agreement in Writing of the owning Party.
 - 16.1.2. The Disclosing Party shall not be liable for any loss, damage, harm or other detriment suffered by the other Party arising from the disclosure of any information required by the FOI Legislation to be disclosed.
- 16.2. AHDB maintains a database of its contracts including all those likely to have a value of £25,000 or more. AHDB recognises the importance of transparency in its procurement and contracting, and subject to any confidentiality obligations the contents of these contracts will be made available to interested persons on request.
 - 16.2.1. The Parties acknowledge that, except for any information which is exempt from disclosure in accordance with the provisions of the FOI Legislation, the content of this Contract is not Contractor's Confidential Information. The Disclosing Party shall be responsible for determining whether any of the content of the Contract is exempt from disclosure in accordance with the provisions of the FOI Legislation.
 - (a) Notwithstanding any other term of this Contract, the Supplier hereby gives its consent for AHDB to provide or publish to the general public the Contract in whole or part, as it may be amended.
 - (b) The Supplier shall assist and co-operate with AHDB to enable AHDB to provide or publish this Contract, including by identifying any matters which it considers to be confidential or otherwise exempt from disclosure under the FOI Legislation. AHDB will take any representation from the Supplier into fair and proper account.
- 16.3. The Supplier shall not publicise or permit any other person to publicise the procurement, award, existence or content of this Contract without the prior written

permission of AHDB's Director of Communications and Legal Services, which may be conditional and which shall not be unreasonably denied, delayed or withheld.

- 16.3.1. For the avoidance of doubt, Condition 16.3 does not prevent:
 - (a) The disclosure by any Party of this Contract or a draft thereof to a supplier or sub-contractor that is expected to act with the Supplier in relation to the supply of the Goods and Services so that it is aware of the terms under which the Supplier will contract with AHDB. Commercially sensitive matter may be redacted. Similar conditions to those imposed on the Supplier under Condition 16.3 shall be imposed on the recipient.
 - (b) the disclosure of the AHDB Terms to any person.
- 16.4. The Parties shall comply with the obligations contained in Annex 2 in respect of data processing and the protection of personal data within the meaning of the DPL.
- 16.5. Insofar as the Supplier is subject to the FOI Legislation or is the data controller pursuant to the DPL, this Condition 16 and Annex 2 shall have mutual effect *mutatis mutandis*.

17. DISPUTE RESOLUTION

- 17.1. The Parties shall in good faith attempt to negotiate a settlement to any dispute between them arising out of or in connection with the Contract.
 - 17.1.1. If any such dispute is not resolved by such negotiation within 42 days from notification that a dispute exists or such longer period as may be agreed, including escalation to senior executives if appropriate, the Parties shall consider referring the matter to mediation in accordance with Conditions 17.2 and 17.3.
 - 17.1.2. Each Party agrees to pay due consideration to Conditions 17.1 and 17.3 before commencing proceedings to settle a dispute relating to this Contract.
- 17.2. The procedure for mediation shall be as follows:
 - 17.2.1. a neutral person ('the Mediator') shall be chosen by agreement between the Parties, alternatively, any Party may within 14 days from the date of the proposal to appoint a mediator, or within 14 days of notice to any Party that the chosen mediator is unable or unwilling to act, apply to the Centre for Dispute Resolution ('CEDR') to appoint a mediator;
 - 17.2.2. the Parties shall within 14 days of the appointment of the Mediator meet with him to agree a timetable for the exchange of all relevant and necessary information and the procedure to be adopted for the mediation. If appropriate, the Parties may at any stage seek from CEDR guidance on a suitable procedure;
 - 17.2.3. unless otherwise agreed, all negotiations and proceedings in the mediation connected with the dispute shall be conducted in strict confidence and shall be without prejudice to the rights of the Parties in any future proceedings;
 - 17.2.4. if the Parties reach agreement on the resolution of the dispute, that agreement shall be put in Writing and shall be binding upon the Parties;
 - 17.2.5. failing agreement, any Party may invite the Mediator to provide a non-binding but informative opinion in Writing. Such opinion shall be provided on a without prejudice basis and shall not be used in evidence in any proceedings relating to the dispute without the prior consent of the Parties in Writing.

- 17.3. For a period of 60 days from the date of the appointment of the Mediator, or such other period as the Parties may agree, none of the Parties may commence any proceedings in relation to the matters referred to the Mediator.

18. GENERAL

- 18.1. Subject to any fraudulent misrepresentation, the Contract including any documents referred to herein and any properly made amendment sets out the entire agreement relating to the supply of the Goods and Services and supersedes any prior agreement, contract, understanding, proposal, statement or other communication relating to the Goods and Services whether oral or written.
- 18.1.1. In entering into this Contract, each Party acknowledges that it does not do so on the basis of and does not rely on any representation, warranty or other provision except as expressly provided in this Contract.
- 18.1.2. No terms or conditions endorsed upon, delivered with or contained in the Supplier's quotation, acknowledgement of an Order, specification, delivery note, invoice, proposal or similar document shall form part of the Contract and the Supplier waives any right which it otherwise might have to rely on such terms and conditions.
- 18.2. Nothing in this Contract shall be taken as limiting or excluding AHDB's or the Supplier's rights or obligations pursuant to law.
- 18.3. In carrying out the supply of the Goods and Services, the Supplier shall be acting as principal and not as agent or employee of AHDB. Accordingly:
- 18.3.1. Nothing in this Contract shall be construed so as to create a partnership or joint venture between the Parties or have the effect of making any employee of any Party a servant of another Party;
- 18.3.2. No Party shall act or describe itself as the agent of another Party nor shall it make or represent that it has authority to make any commitments on the other's behalf;
- 18.3.3. The Supplier shall not (and shall ensure that any other person engaged in relation to the Contract shall not) say or do anything that might lead any other person to believe that the Supplier is acting as the agent or employee of AHDB, and
- 18.3.4. Nothing in the Contract shall impose any liability of AHDB in respect of any liability incurred by the Supplier to any other person but this shall not be taken to exclude or limit any liability of AHDB to the Supplier that may arise by virtue of either a breach of the Contract or any negligence on the part of AHDB, its staff or agents.
- 18.4. The following requirements shall not apply as between AHDB and a Party who is part of the Crown and the Supplier shall not require any sub-contractor that is part of the Crown to comply with provisions similar to those requirements:
- (a) Conditions 3.1.2, 12.2, 12.4 (excluding the requirement in relation to sub-contractors) and 14 (to the extent that it relates to Condition 3.1.2);
- (b) Any other requirement for an indemnity or insurance.
- 18.4.1. The provisions in Condition 18.4 shall apply *mutatis mutandis* in relation to a state department of a member state of the European Union, including any executive agency thereof.

- 18.4.2. For the avoidance of doubt the existence, continuation or size of any liability to AHDB shall not be affected by the operation of this Condition 18.4.
- 18.5. If any provision of the Contract is found by any court, tribunal or administrative body of competent jurisdiction to be illegal, invalid, void, voidable, unenforceable or unreasonable it shall, to the extent of such illegality, invalidity, voidness, voidability, unenforceability or unreasonableness, be severed and the remaining provisions of the Contract shall continue in full force and effect.
- 18.6. Each right or remedy of AHDB under the Contract is without prejudice to any other right or remedy of AHDB whether under the Contract or not and is in addition to any conditions implied in favour of AHDB by Law.
- 18.7. A waiver of any right or remedy arising from a breach of contract shall not constitute a waiver of any right or remedy arising from any other breach of the Contract.
- 18.7.1. The delay, failure or neglect of any Party to exercise any right or remedy shall not constitute a waiver of that right or remedy.
- 18.7.2. No waiver shall be effective unless it is communicated in Writing.
- 18.8. The Supplier agrees to permit any competent authority to perform such checks as it may lawfully require for the purpose of establishing the compliance of AHDB with regulatory or contractual requirements.
- 18.9. This Contract does not give any person who is not a Party to it any right under the Contracts (Rights of Third Parties) Act 1999 to enforce any of its provisions. This does not affect any right of a third party which exists other than pursuant to that Act.
- 18.10. The Contract shall be governed by and construed in accordance with the law of England and Wales.
- 18.10.1. Without prejudice to Condition 17, each Party irrevocably agrees that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim arising out of or in connection with this Contract or its subject matter or formation (including non-contractual disputes or claims).

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Annex 2 – Data Protection Addendum

1. Processing of Data

- 1.1 AHDB takes a positive attitude towards data sharing providing it is appropriate, undertaken within the scope of the Data Protection Legislation (“DPL”) and there are adequate and proportionate data security arrangements in place.
- 1.2 AHDB has agreed to provide the personal data described in Part 1 (the “Data”) for the purpose specified therein (“Purpose”) and the Data Protection Officer (“DPO”) has authorised its release for the Purpose in accordance with this Agreement. All Data shall be transmitted securely in accordance with Part 1.
- 1.3 The Data may include confidential information about companies and/or individuals. These data subjects were informed at the time the Data was collected that AHDB might or would transfer it to other persons. The Supplier accepts that AHDB bears no legal responsibility for the accuracy or comprehensiveness of the Data supplied.
- 1.4 The Data provided under this Agreement may only be used for the Purpose and must not be published in any form.

2. Data Access, Supplier Personnel and Sub-contractors

- 2.1 The Data is to be shared with the Supplier solely for the Purpose on a strictly need to know basis, and must not be used for any other purpose. Access to the Data must be limited by the Supplier to those personnel, who need to have such access for the Purpose (“Permitted Persons”).
- 2.2 For the purpose of this agreement Permitted Persons shall mean all employees, officers, staff, other workers, agents and consultants of the Supplier who are engaged in the performance of the Purpose.
- 2.3 The Supplier shall on request and subject to any requirements or limitations of the DPL, give AHDB such particulars as it may reasonably require of all persons who are or may be at any time employed in the supply of the Goods and Services.
- 2.4 The Supplier shall take all reasonable steps to ensure the reliability and integrity of any Permitted Persons who have access to the Data and ensure that they:
 - 2.4.1 are aware of and comply with the Supplier’s duties under this agreement;
 - 2.4.2 are subject to appropriate confidentiality undertakings with the Supplier;
 - 2.4.3 are informed of the confidential nature of the Data and do not publish, disclose or divulge any of the Data to any third party unless directed in writing to do so by AHDB or as permitted by this Agreement; and
 - 2.4.4 have undergone adequate training in the use, care, protection and handling of personal data.
- 2.5 The Data must not be provided in whole or in part to any other natural or legal person.
- 2.6 The Supplier is responsible for ensuring that all Permitted Persons fully comply with all obligations and requirements of this Agreement. Failure to do so shall be considered a breach of this Agreement.
- 2.7 The Supplier must ensure that all Permitted Persons and any approved sub-contractor, are subject to a duty of confidence and binding written contractual obligations in respect of the Data no less onerous than those contained in this Agreement.

2.8 The Supplier shall not appoint any sub-contractor without AHDB's prior written consent, which consent shall not be unreasonably withheld. The Supplier shall remain fully liable for the sub-contractor's compliance with this Agreement and for all its acts or omissions. The Supplier shall provide AHDB with such information regarding the sub-contractor as AHDB may reasonably require.

3. Storage and Protection of Data

3.1 To the extent that the undertaking of this Agreement requires the Supplier to process the Data on behalf of AHDB, the Parties agree that AHDB shall be the data controller and the Supplier shall be the data processor (as such terms are defined in the DPL) and the Supplier agrees to:

3.1.1 comply with all applicable DPL in respect of the performance of its obligations under this Agreement and shall not by any act or omission cause AHDB (or any other person) to be in breach of any DPL;

3.1.2 store all data in accordance with Part 1;

3.1.3 process the Data only on and in accordance with AHDB's written and documented instructions as set out in this Annex 2 and provided from time to time, unless the processing is prohibited by any applicable laws and the Supplier has informed AHDB of such applicable laws;

3.1.4 notify AHDB immediately at Data.Protection@ahdb.org.uk if it believes that it has been given an instruction which does not comply with the DPL;

3.1.5 not transfer or permit the transfer of the Data outside the European Economic Area without AHDB's prior written consent; and

3.1.6 implement and maintain appropriate technical and organisational measures in accordance with this Annex 2 and in such a manner that the processing will:

3.1.6.1 meet the requirements of the DPL;

3.1.6.2 ensure the protection of the rights of data subjects within the meaning of the DPL; and

3.1.6.3 preserve the integrity of the Data and ensure a level of physical and technical security in respect of the Data at all times that is appropriate to the risks that are presented by the processing, in particular from accidental or unlawful destruction, loss, damage or alteration, or unauthorised disclosure of or access to the Data transmitted, stored or otherwise processed;

3.2 As a minimum level of protection for the Data, and without prejudice to any other provision of this Annex 2, the Supplier shall:

3.2.1 assess risks to the confidentiality, integrity and availability of the Data at least quarterly;

3.2.2 verify its Information and Communication Technology (ICT) systems handling the Data to the extent necessary to give confidence in the security of the data; and

3.2.3 perform secure back-ups of all Data and ensure that up-to-date back-ups are stored in accordance with a recovery plan. The back-ups shall be made available to AHDB on request.

4. Data Subject Rights

4.1 The Supplier may inform any enquirer that it is conditionally authorised by AHDB to have and to use the Data and that the Data is being held and used in confidence under

its control. Any such enquiries shall be reported promptly to the DPO in writing at Data.Protection@ahdb.org.uk.

4.2 Subject to clause 5.1, the Supplier shall notify AHDB immediately if it:

4.2.1 receives a Data subject access request (or purported Data subject access request);

4.2.2 receives a request to rectify, block or erase any Data;

4.2.3 receives any other request, complaint or communication relating to either Party's obligations under the DPL;

4.2.4 receives any communication from the Information Commissioner or any other regulatory authority in connection with Data processed under this Agreement;

4.2.5 receives a request from any third party for disclosure of Data where compliance with such request is required or purported to be required by Law.

4.3 The Supplier shall (at its own cost) assist AHDB, insofar as is possible, in the fulfilment of its obligations:

4.3.1 to respond to requests made by data subjects to exercise any of their rights under DPL; and

4.3.2 in ensuring its compliance with its obligations pursuant to Articles 32 to 36 of the GDPR (and/or any similar obligations under applicable DPL).

5. Data Loss or Breach

5.1 The Supplier shall notify AHDB immediately if it becomes aware of any event that results, or may result, in unauthorised access to Data held by the Supplier under this Agreement, and/or actual or potential loss and/or destruction of Data in any breach of this Agreement, including any Data breach. The Supplier's obligation to notify under clause 4.2 shall include the provision of further information to AHDB in phases, as details become available.

5.2 Notify AHDB's DPO at Data.Protection@ahdb.or.uk of any suspected or actual breaches of security without undue delay (but in no event later than twelve (12) hours after becoming aware of the breach) and provide such details as may be reasonably required regarding the nature and likely consequences of the breach.

5.3 Notify AHDB's DPO at Data.Protection@ahdb.org.uk without undue delay (but in no event later than twelve (12) hours) if the Supplier becomes aware that AHDB Data in its possession has or may have become corrupted, lost or degraded and inform AHDB of the remedial action the Supplier proposes to take. The Supplier shall restore or procure the restoration at its expense of such data that has become corrupted, lost or degraded wholly or partially as a result of the Supplier's default as soon as practicable but not later than four (4) weeks from the date on which the possibility of such corruption, loss or deterioration comes to the Supplier's attention. Subject to the Supplier having been given a reasonable opportunity to undertake such restoration, if such restoration is performed by or on behalf of AHDB otherwise than by the Supplier, the Supplier shall promptly reimburse the reasonable costs thereby incurred by AHDB.

6. Liability

6.1 The Supplier shall comply with all applicable DPL in respect of the performance of its obligations under this Agreement and shall not by any act or omission cause AHDB (or any other person) to be in breach of any DPL. The Supplier accepts and

acknowledges that nothing in this Agreement shall relieve the Supplier of its own direct responsibilities and liabilities pursuant to the DPL.

7. Deletion or Return of Data

- 7.1 On the earlier of the completion of the use of the Data for the Purpose or at the written request of AHDB for return or destruction of information or the date given in Part 1 ("**Completion Date**"), all copies of the Data must be returned or destroyed in accordance with Part 1 and the return or destruction must be confirmed in writing within seven (7) days of the Completion Date to AHDB's DPO at Data.Protection@ahdb.org.uk using the Data Disposal Form (a copy of which is attached at Part 2). Failure to do so shall be considered to be a material breach of this contract.

8. Audit Rights

- 8.1 Provide such information, co-operation and other assistance to AHDB as AHDB reasonably requires (taking into account the nature of processing and the information available) to ensure compliance with the DPL, including with respect to security of processing, data protection impact assessments, prior consultation with a supervisory authority regarding high risk processing and any remedial action and/or notifications to be taken in response to any Data breach or request from a data subject (as such terms are defined in the DPL).
- 8.2 The Supplier shall maintain complete, accurate and up to date written records of all categories of processing activities carried out on behalf of AHDB. Such records shall include all information necessary to demonstrate its and AHDB's compliance with DPL including such information as AHDB may reasonably require. The Supplier shall make such records available to AHDB on request in a timely manner (and in any event within three (3) business days) and provide such other information or allow such inspections at the Supplier's premises, as well as access to such records, information, system or personnel as AHDB reasonably requires to audit the Supplier's compliance with its obligations under the DPL and this Agreement and demonstrate its own compliance with the DPL.

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Part 1

1 Subject-matter of processing:

[INSERT]

2 Nature and Purpose of the processing:

[INSERT]

3 Type of personal data:

[INSERT]

4 Categories of data subjects if relevant:

[INSERT]

5 Timelines for use of Data

[INSERT]

6 Any other processing instructions:

Data Transmission:

Data shall be transmitted securely as follows:

Fax

No Data will be sent by fax.

Email

Data sent by email must be encrypted if possible. If encryption is not possible, the data file will be password protected using at least 13 character alpha-numeric passwords. Passwords will only be supplied once data receipt is confirmed.

The Data Managers use FIPS 140-2 compliant AES256 'zip' compression and encryption software. Data files will be encrypted using public keys or as a 'zipped' file with pass-phrases as appropriate to the encryption capabilities of the data recipient.

The word '**CONFIDENTIAL**' must be entered in the subject field of the email in front of the email title in all instances.

Post

Hard copy Data may be transmitted by post, courier or messenger.

If Data must be put on CD/DVD it should be encrypted (see details of encryption above). If the data recipient is unable to collect the CD/DVD by hand, encrypted CD/DVD's may be transmitted by post (Recorded Delivery or better), courier or messenger. If encryption is not possible the CD/DVD will be password protected using at least 13 character alpha-numeric passwords. If the data recipient is unable to collect the CD/DVD by hand it will be dispatched by Royal Mail Special Delivery service with tracking of transit or by courier.

In all cases when sending Data by post, a single sealed cover addressed to an individual by name or appointment will be used. The cover must not attract attention. Therefore, it must not

be marked with any protective marking and only the descriptors 'Personal' or 'Addressee Only' may be used.

In all cases Data will be sent only to a named individual, agreed in advance, and must be accessed only by Permitted Persons.

Data Storage:

Hard copies of Data must be stored in a secure building and/or in a locked cabinet, and destroyed in accordance with the below.

When held on ICT systems on secure premises, password policies must be in place that ensure only those listed can access data. The ICT infrastructure should be certified to the Cyber Essentials standard as a minimum.

Full back-up policies must be in place for servers.

Data destruction must include all backup copies of data as well as live.

All access to standalone machines must be protected by username/password.

All data users must avoid transferring Data onto removable media (including laptop hard-drives, removable discs, CD's, USB memory Sticks, PDA's and media card formats), except when this is essential and only as agreed in writing with the Data Manager setting out the controls to be put in place. If taken outside the organisation's secure premises, laptop hard drives, CD/DVD, USB devices or any other removable media must be fully encrypted using FIPS 140-2 compliant AES256 encryption or better

Data Destruction:

Protectively marked waste is a potential source of information and prior to its secure destruction it should be held in an appropriate secure container under lock and key separate from other waste.

Methods of Destruction:

Protectively marked paper-based waste, such as, paper and card, must be securely destroyed by incineration, pulping or shredding. Waste may be shredded on any shredder or torn into four pieces and placed in a confidential waste sack. The waste sack must be kept under lock and key until it has been collected for onward transmission to the contractor who destroys it.

Electronic media containing Data must be disposed of by overwriting, erasure or degaussing for re- use.

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Appendix Specification Details

The information in this Appendix is to be read as having been amended by any amendments agreed in accordance with this Contract.

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AHDB Specification

1. Introduction

AHDB

The Agriculture and Horticulture Development Board (AHDB) is a non-departmental government body, funded by levy income from farmers, growers and others in the supply chain, and managed as an independent organisation (independent of both commercial industry and of Government). The role of the AHDB is to help improve the efficiency and competitiveness of various agriculture and horticulture sectors within the UK. Our statutory functions encompass meat and livestock (cattle, sheep and pigs) in England; horticulture, milk in Great Britain; and cereals and oilseeds in the UK. Our purpose is to inspire our farmers, growers and industry to succeed in a rapidly changing world.

As AHDB is funded in this manner, value for money is paramount, we welcome suppliers who can offer innovative and cost-efficient solutions to meet our needs, whilst also offering superlative service that will enable us to create a world-class food and farming industry. Solutions should look to help us not only reduce costs but increase business flexibility, lift productivity, bring people together to collaborate, innovate and drive change throughout.

Further information about AHDB can be found here: <https://ahdb.org.uk/>

AHDB recognise the need in Mexico for a social media marketing strategic approach in line with new goals, ambitions, as well as the business digital transformation aspiration. As this is a new market for AHDB, we require the agency to work closely alongside us to assist with development and implementation around clear KPIs performance responsibilities, reporting and digital support. As the contract progresses, the recommended KPIs and measures will be monitored to assess the effectiveness, these will form part of the contractual agreement and will be reviewed and possibly updated every six months depending on outcomes.

The Service

MEAT: - Our focus is on growing our profile, reach and reputation, building awareness of British high-quality pork in Mexico. We want to continuously improve how we curate content across our digital marketing channels (Facebook & LinkedIn) to enable effective communication about the breath of our work.

AHDB are looking to appoint an English/Spanish speaking Marketing partner to help us to:

- Maximise and track engagement with AHDB's core target audience social media
- Encourage this target audience to make contact with AHDB for information and track their interaction with us on social media
- Increase and track participation to our events - (example for viewing shown in below link)

<https://www.youtube.com/watch?v=PDvepnMP4nw>

- Reach out to the traditional trade media by releasing interesting and up to date Press Releases on our events, British Farming News and products.

The initial contract period will be for 1-year, estimated start date of 3rd October 2022 (indicative and subject to change), with the option to extend for a further 2 periods of 12 months each. Each extension option will consist of new KPIs being set, a review from both sides plus authorisation and agreement of budget activity for any advertising spend covering the extension period, an extension contract will be drawn up for any option to extend that is taken up.

Please note: Nothing can be published without prior sign off by AHDB. The successful supplier can suggest and write topics for Press Releases, but final approval lies with AHDB before publication. This also goes for any Social Media content.

Please note: AHDB are not obliged to take up any extension options should they not wish to, these will be reviewed on an annual basis and the supplier will be given 3 months' notice for notification of and extension option or discontinuation of contract.

Please note: This contract will either be paid in US dollars (if the supplier is based or has a commercial office in Mexico or the US) or GBP Sterling if the supplier is from the UK.

Please be advised that if non UK currency, the exchange rate will still be calculated as mentioned in Section 8 Pricing, there is no negotiation when it comes to the exchange rates, please ensure you have read and understood Section 8 and opened any links provided.

Core target audience (B2B) for pig meat
Meat importers and distributors
Meat wholesalers
Chefs
Butchers
Caterer
Specialty grocers
Trade media
Food bloggers
Meat buyers

Core target geography for pig meat
Mexico
Jalisco
Nuevo León
Puebla
Ciudad de México
Colima
Yucatán
Tlaxcala
Estado de México

Meat products
Pork

Main messages for meat:
High Animal Welfare
Origin
Outdoor-bred sows
Traceability
Sustainability and environmentally friendly farming
Red Tractor Assurance

AHDB requirements from the Social Media marketing agency:

Market Research: AHDB's aim is to get to know our target audience from our target markets via analytics, insights, trends, and product purchasing motivators in order for highly targeted meat buyer profiling.

Creative Story-Boarding: To work in collaboration with our AHDB digital department (based in the UK) for creative brainstorming and campaign planning for content production, video media, imagery, etc...(please note: AHDB can share content by links and on-line platforms).

Budget allocating: To assess and hone in on cost effective strategies and constantly be tweaking marketing split and adapting it to find the perfect recipe.

Connected community building: Build brand loyal, excited and empowered customers through engaging content and creative events. Converting paying customers to brand evangelists and advocates

Project management: Effective time and resource management in order to meet tight deadlines as mentioned within this specification. Agreeing with the AHDB export manager KPI's and holding performance reviews minimum once a month (via Microsoft Teams)

Optimising and improving: Collating and reviewing the metrics to always be improving. Constantly searching for better results and have a 'never settle' mentality, regularly assessing and improving the work to reduce costs and maximise engagement.

2. Background

The United Kingdom has a population of 68 million people and comprises: England, Wales, Scotland & Northern Ireland. The country has a surface area of 243,610Km² (94,059spm); almost 85% of the population lives in cities/urban areas, yet 70% of its surface is being used for agriculture. In total 1.3% of the country's population is working in the farming sector. The UK has a temperate climate; the eastern side of the British Isles have a significantly dryer climate. Agriculture is generally intensive, highly mechanised, and efficient by European standards, producing about 60% of food needs.

About Red Tractor

Founded in 2000, Red Tractor is a world-leading food chain assurance programme that underpins the high standards of British food & drink. It's the flagship logo of British food & farming, providing assurance at every stage of the production process, from farm to fork.

Red Tractor is a not-for-profit company that is the UK's biggest farm and food assurance programme. They develop standards based on science, evidence, best practice and legislation that cover animal welfare, food safety, traceability & environmental protection. Around 50,000 British farmers are accredited to Red Tractor standards, which form the basis of buying and sourcing specifications for major supermarkets, household brands and restaurant chains, ultimately making life simpler for everyone.

Further information about Red Tractor can be found here: <https://redtractor.org.uk/>

UK Red Meat Exports in 2020

660,000 tonnes of UK beef, pork & sheep meat were shipped around the world in 2020.

Beef exports, including offal, were of 166,000 tonnes, worth £453M

Pig meat exports, including offal, were of 400,000 tonnes and worth £654M

Sheep meat, and sheep offal, were of 93,600 tonnes and worth £447M

About British Pork

<https://www.youtube.com/watch?v=7R-anrZC2ng>

3. Scope

AHDB's Pork Export Manager for North America will work closely with the selected social media marketing partner to ensure the following strategic aims are delivered:

Paid Social Media (Ads)

The aim is to increase engagement and reach across AHDB's digital channels, this will include AHDB's social media channels (Facebook & LinkedIn).

- Identify opportunities for paid promotion through all social media channels
- Identify audiences & targeting opportunities
- Create & deliver a successful Social Media Content and Advertising Strategy
- Ad budgeting & goal setting
- Ad creation - for remarketing, brand awareness, event promotion, newsletter subscription, etc...
- Day to day campaign management
- Monthly Reporting, forecasting & budget spend
- Offer advice & guidance for sponsored (boosted) ads
- Social media paid ad marketing to include: Facebook & LinkedIn

KPIs for Social Media:	
Reach:	How many people come across our social media accounts and posts: <ol style="list-style-type: none">1. Follower count2. Impressions3. Post reach4. Web traffic5. Share of voice

Engagement:	How many people are clicking through posts, interacting with them or sharing them: 1. Clicks 2. Likes 3. Shares 4. Comments 5. Mentions 6. Profile visits
Conversions:	Converting these interactions into customers

KPI Performance Criteria	Measure	Percentage/Score (how AHDB will assess)
<i>Reach</i> To actively measure how many people come across our social media accounts and posts	6. Follower count 7. Impressions 8. Post reach 9. Web traffic 10. Share of voice	>X% Please note: these will be agreed with the successful agency at the start of the contract and are likely to change throughout the duration of the contract as AHDB become more familiar with the market.
<i>Engagement</i> To actively increase the amount of engagement by the actions of clicking through posts, interacting or sharing them	7. Clicks 8. Likes 9. Shares 10. Comments 11. Mentions 12. Profile visits	>X% Please note: these will be agreed with the successful agency at the start of the contract and are likely to change throughout the duration of the contract as AHDB become more familiar with the market.
<i>Conversions</i>	Monitoring and increasing interactions into customers	>X% Please note: these will be agreed with the successful agency at the start of the contract and are likely to change throughout the duration of the contract as AHDB become more familiar with the market.
Please include relevant KPIs and measures that you recommend to monitor the effectiveness of our above criteria. These KPIs will form part of the contractual arrangement between the successful agency and AHDB and will be reviewed every six months.		

Meat - Press Releases to on-line trade magazines

Press Releases are important for increasing our brand awareness and helping our public relations. Therefore, the selected agency will need to distribute any press releases effectively to get our story picked up by newspapers, trade magazines, or blogs.

The Press Releases should provide updates on British Farming, promote AHDB’s participation at Trade Shows, activities on the stand (butchery, cooking), inviting the Trade Press to a private reception, promoting cuts and recipes, etc...

Some news will be supplied by our Comms department in the UK, and others news should be written by the selected agency, who will be required to write a minimum of one Press Release a month.

KPIs to evaluate the Press Release effectiveness:
<ol style="list-style-type: none"> 1. No. of impacts 2. General media 3. Economic media 4. Trade media 5. Web media 6. News 7. Positives 8. Rentability 9. Gross difusión

Place/Location: The main services will be covering Social Media Marketing activities in Mexico and therefore preferable for the agency/supplier to be based in the country or to have a commercial office there. AHDB are willing to accept submissions from other countries, but they would have to prove and show evidence within their proposal that they have/could work within Mexico and have the relevant knowledge and skills required. The requirement for this is also due to the need for local knowledge, connections, and language which could affect searches etc.

Mandatory Requirements

Hours of Service/Delivery - The successful Contractor will be expected to respond to

Crisis Management Policy	To be ready for any eventuality, if emerges.
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Compliance with Legislation: Although this contract refers to UK and EU law, the successful agent must have knowledge of legislation within the operating country covered by this tender opportunity.

TUPE: AHDB do not envisage TUPE to form part of this contract.

4. Technical Materials and Equipment

Essential information for consideration:

Social Media platforms:

Facebook: <https://www.facebook.com/CarneUKPremium>

LinkedIn: <https://www.linkedin.com/company/ahdb-mx-quality-pork-from-britain/>

- All digital platforms will remain the ownership of AHDB, no accounts are to be created or transferred to the winner suppliers intellectual property rights
- Any digital platform, view or account created on behalf of AHDB should be done in our name and ownership, along with all data belonging and being owned by AHDB.
- Access will be removed and the contract terminated if there is any breach of any of the conditions mapped out in the contractual agreement

Condition of any assets

Any assets created for any of the contracted channels are and will remain the property of AHDB, and any work undertaken will be on behalf of AHDB. Use of any assets or materials attaining to AHDB will need to have prior agreement from AHDB.

5. Key Personnel

Details of the key personnel (Senior Exports Manager – Americas) involved in this contract will be shared with the winning supplier at point of contract.

Their role will be responsible for some of the following:

- Contract management of this contract
- Assessing and agreeing any KPIs, SLAs and Milestones
- Performance monitoring, assessment and scheduled catch ups with the successful supplier

Supplier key personnel

Resources: Please advise that there is sufficient cover for illness/holiday absence. Any replacements made throughout the duration of the contract must match the experience and capabilities of your proposed team for this account.

6. Account Management

AHDB require a single nominated account manager, who will take sole responsibility for the administration and running of this contract. Within your proposal, you must provide contact details and an overview of relevant experience for the nominated account manager.

This person will be accountable for:

- Ensuring monthly reporting is completed and on schedule
- Advancing any issues through the appropriate escalation channels in order to resolve and action
- Agreeing and actioning set KPIs when known and agreed between both parties

7. Milestones

Action	Timescales
Delivery of agreed strategy	4 weeks from the contract start date
Agreement of methods of reporting	Agreed at contract stage
Agreement of reviews, mtgs and audits	Agreed at contract stage
Invoicing	To be completed monthly and sent to AHDB Senior Exports Manager for review and agreement for payment
Agreement of KPIs	Agreed at contract stage in order to be outlined into contract schedule

7.1 KPI's and SLA's

KPIs will be outlined in the contract schedule, however clear monthly targets to be confirmed and added to the contract post sign due to the need of the appointed agency doing a full audit of the current digital landscape.

SLAs: Key times/quantities for project

Action	Timescale/Target (time differences will be taken into account if non-UK based)
Teams call for updates	Monthly
Overall review of plan & budget	6-month review
Planning of Social Media activities, content & budget	Yearly
Responses to enquires	Max 24hrs
Press Releases	Min. 1 per month
Social Media	Min 3 posts per week (Facebook), Min 3 posts per week (LinkedIn)

For further KPI's against Social Media and Press Release requirements, please review Section 3 (Scope) of this document

8. Pricing

Caveat Please note:

As AHDB is an arm's length body of DEFRA, we are therefore obliged to use a fixed currency exchange rate provided on a monthly basis by HMRC, please see below link for transparency and further information.

[HMRC exchange rates for 2021: monthly - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/collections/hmrc-exchange-rates-for-2021-monthly)

Therefore, there will be no negotiation on a fixed yearly exchange rate throughout the course of the contract, AHDB are not in any position to agree to this and will be governed by HMRC each month. AHDB will be paying this contract in either US Dollars or GBP Sterling only and therefore the figures provided in the below table are an estimate/guideline only and subject to change dependant on HMRC monthly exchange rates.

Description	One year	Three years	US\$ Three years - <i>Estimated (guide only), please see caveat above</i>	Euros € Three years – <i>Estimated (guide only) please see caveat above</i>
Total Budget	£60,000	£180,000	\$240,005	€215,000
Advertising spend	£20,000 (out of the £60,000)	£60,000	\$80,001	€71,000
Social Media Marketing activities spend	£40,000 (out of the £60,000)	£120,000	\$160,003	€142,000

Please note: AHDB have provided a split in budget between Advertising and social media Marketing activities. As we are new to this market, AHDB will be guided by the winning supplier as to where they believe the budget spend is split and allocated, but we must reach the required output requested throughout this specification.

AHDB will pay *no more than the recommended CPI* throughout the duration of the contract. This will be in line with the below information obtained in the provided link:

[2021 CPI and Inflation Rate for the United States | Inflation Calculator \(cpiinflationcalculator.com\)](https://www.cpiinflationcalculator.com/)

[Consumer price inflation, UK - Office for National Statistics](https://www.gov.uk/economy/price-inflation)

[European Union Consumer Price Index \(cpi\) - March 2022 Data - 1999-2021 Historical \(tradingeconomics.com\)](https://tradingeconomics.com/eu-cpi)

9. Invoicing

Invoices are to be issued and sent monthly for the previous months transactions/charges. A Purchase Order number provided by AHDB must be referenced on all invoices.

Work may be invoiced on the delivery of defined milestones, to be agreed between both parties.

Any work undertaken is to be agreed in advance. AHDB will raise a purchase order detailing the agreed value of the work involved. AHDB will not pay invoices retrospectively for ambiguous work that has not been agreed in advance through the provision of a purchase order.

All invoices must have an approved purchase order number on and are to be sent electronically to a dedicated email address which will be provided to the winning bidder.

Please note: This tender exercise is unremunerated: no payment will be made to bidders in relation to their participation, this includes any costs of attendance at briefings or presentations.

10. Sustainability

Best practice for sustainability must be taken into consideration within this contract where possible.

For example, Teams Meetings or Zoom/Skype calls to be used if possible, to avoid any unnecessary travel (outcome permitted).

For any travel plans, please ensure to perform these in the most sustainable way possible.

Please include your Sustainability policy within your submission.

11. Mobilisation

AHDB will supply/provide content to the successful supplier, including items such as pictures and videos, along with any passwords that may be required to fulfil this role.

At the end of the contract, AHDB would expect the incumbent supplier to work with any new supplier with regards to a handover if necessary and relevant.

12. GDPR/DPA/IPR

Suppliers must be able to evidence that they have in place appropriate measures to comply with the new General Data Protection Regulations when in force.

- GDPR should be complied with
- Databases/lists should be kept on secure systems/encrypted laptops
- Databases/list files should be password protected
- Any breaches will need reporting to their primary AHDB contact immediately on discovery
- If you are using a processor to process personal data on your behalf, clear obligations must be placed on them to comply with data rules and regulations.

Please supply evidence that this is the case

Please refer to the copy of T's & C's DPA section

13. Format and Content of Response

Suppliers are to respond via the Bravo ePortal, for any clarifications please use the messaging system, AHDB stakeholders are not to be contacted, all queries will be dealt with by the Procurement team who will liaise between suppliers and the evaluation panel.

Any clarifications must be submitted no later than Noon (UK time) on the 30th June 2022.

Full submissions must be uploaded onto the Bravo ePortal no later than Noon (UK time) 7th July 2022. Any submissions later than this will not be permitted due to the portal closing down the project opportunity, therefore please ensure you submit before the closing time.

Suppliers must ensure they open all relevant documents provided on the Bravo ePortal system and complete any spread sheets or word documents attached. Any attachments will be easily identified by a blue paperclip within the Technical and Commercial area (examples shown below). Suppliers may also find documents attached for viewing via the Buyer Attachments location.

Please contact Procurement via the messaging system if you have any issues opening any of the documents. Again, AHDB stakeholders are not to be contacted.

Submissions will remain unopened until after the closing date and time has passed.

AHDB will then assess those eligible suppliers based on the combination of Price 40% and Quality 60%, and the proposal that achieves the overall best score will be awarded the contract.

AHDB are not obliged to return any materials submitted by interested parties before, during or after this advertised opportunity or any subsequent procurement process as a result of this tender.

Please note that AHDB will not reimburse any expenses incurred by interested parties in preparing their responses to this tender opportunity.

1) Quality Assessment (60%)

Please provide your response to the questions below.

The criteria for consideration will include:

1. Provide an overview of your company and any supporting information that may support your submission. Worth 5%
2. Provide detail on how you would achieve KPIs set by AHDB, with evidence of previously delivering against KPIs successfully. Worth 10%
3. Demonstrate you have a strong and capable team of experienced specialists by providing team profiles and background information for any key personnel who would be involved with this account. Worth 5%
4. Explain what processes you have in place for managing a fluctuating workload, focussing on capacity to scale up activity if required. Worth 5%
5. Provide two examples of work and services that your agency has provided for clients that best represents:
 - a. The range of services you provide
 - b. Your proven ability to target specific audiences
 - c. The return on investment to your client, and
 - d. The reporting mechanism that was used to show the impact of your work.

Worth 10% (for all areas mentioned in requirement 5)

6. Two references for the above two examples of work – client name, contact number and e-mail. We will not contact your references without letting you know first. Worth 5%
7. A short proposal, based on a budget of US\$45K and delivered over a 9 month period, outlining your:

- a. Proposed approach to meet AHDB's digital marketing requirements as set out in this document;
- b. Initial ideas on how you would increase and track awareness of, and participation in, trade shows, or private events
- c. Details of how you would reach AHDB's core target audience
- d. Proposed data analysis & reporting to track impact and return on investment.

Worth 15% (for all areas mentioned in requirement 7)

- 8. Please detail the full suite of search engine optimisation related services you can provide, with detail on how you would intend to work with AHDB. Worth 5%

You must provide the following:

Details of your **escalation and complaints policy** that you will follow for this contract– for information only. (AHDB will apply default notices and notices of unsatisfactory performance will be applied. If the supplier receives 6 default notices in any 3-month period, AHDB reserve the right to terminate the contract)

Business Continuity plan – for information only.

Sustainability policy – for information only.

Please provide information as requested for **GDPR** (see page 11) – for information only.

Disclose any **Conflicts of Interest** as mentioned on page 17

Your **Technical** response to this tender opportunity

Your **Pricing** response to this tender opportunity

Complete the **Role Comparison** spread sheet on page 15

Please note: exchange rates will be calculated as mentioned in the caveat on page 11.

2) Price (40%)

Please provide your quotation for the supply of the services as mentioned and detailed throughout this specification.

Please complete the Role Comparison spread sheet which can be found on the portal. There are 4 tabs for completion, and are coloured for ease of completion:

Tab One (red) – Day and Hourly Rates – complete yellow cells – 5%

Tab Two (green) – Agency Management Fees for the initial one year period – 15%

Tab Three (blue) – Asset Creation & Advertising Costs for the initial one year period – 15%

Tab Four (purple) – Any other costs/quotation not mentioned in the above – 5%

This will be determined by examination of the Pricing Schedule and value for money submitted by each tenderer.

AHDB is under no obligation to accept the lowest bid or any bid and will not be liable for costs or expenses incurred in connection with the appointment process

The cost will be scored on the basis of lowest cost over bid cost, multiplied by the full marks available for cost under this evaluation

PRICING OPTIONS

Option One

Please submit your proposal **within** the proposed budget allocation, detailing what and what is not achievable within the budget mentioned.

Option Two

Variant Bids

Subject to the submission of a compliant tender, bidders may also submit an alternative price and method for the provision of the services or goods which AHDB, at its sole discretion, may or may not pursue.

14. Timetable

Last day for suppliers to ask clarification questions	Noon UK time 30 th June '22
Closing date for submissions	Noon UK time 7 th July '22
Tender evaluation	11 th -15 th July '22
Skype/Teams	18 th July '22
Notification of Award(s) outcome	9 th August '22
Standstill (Alcatel)	10 th – 21 st August '22
Award of contract	22 nd August '22
Contract commencement	3 rd October '22

These dates are indicative and subject to change, please ensure you read any message sent via the ePortal for any updates and changes.

15. Conditions of contract

Please note that AHDB Export Standard Terms and Conditions will apply to the contract, a copy of which can be found on the Bravo portal and embedded below:



Terms and
Conditions

Tenderers are advised to familiarise themselves with these Terms and Conditions prior to submitting their proposal. The successful supplier will be required to sign a contract with AHDB before commencement of services.

The prices quoted in the response will form part of the contract.

Representatives must be made aware that AHDB is a UK based organisation, and its Terms and Conditions are based on UK law. Please ensure that you have read the document embedded above and we ask that you agree to the principals of the Terms and Conditions in your submission.

Please note: With regards your tender response, once submitted it becomes the property of AHDB without limitation as to time or place, and this includes use of all communication methods and media channels. All intellectual property rights in the creative work including used and unused created materials shall belong solely to the Agriculture & Horticulture Development Board.

All analysis and information given to the successful bidder is to be treated as strictly confidential and may not be used for other clients.

16. Conflicts of interest

Please disclose any current clients that would prove a conflict of interest, including any the Pork sector. If so, please outline how you would ensure confidentiality and avoid conflict in any manner or to any degree with the performance of your obligations under this agreement. This includes any future clients you may obtain. Please see AHDB Terms and Conditions detailed above in section 15.

17. Business Continuity

AHDB requires suppliers to provide a detailed and current Business Continuity and contingency plan. Your continuity plan must describe the continued delivery of the services following an emergency or disruptive occurrence. It must set out the procedures and actions to be taken if a disruptive event occurs affecting the services.

Within your Business Continuity plan, you must ensure you cover (as a minimum) the following:

- 1) Another pandemic breakout or health scare
- 2) Long term solution to office maintenance problems, such as power failure, equipment failure, flooding of premises etc
- 3) Staff illness/holiday cover/staff shortage
- 4) Loss of proposed key staff as detailed within your proposal

During the course of the contract, the supplier must notify AHDB if an incident occurs which activates the Business Continuity plan, providing details of how it will be managed, and any subsequent amendments made to processes or systems.

AHDB may require a regular review process of your risk management and business continuity arrangements in relation to the provision of the services.

18. Confidentiality

AHDB will not disclose to any third-party information that is supplied in tenders that is marked as confidential. All other information supplied by bidders to AHDB will similarly be treated in confidence except that reference may be sought from banks, existing or past clients, or other referees submitted by Bidder.

19. Exiting Arrangements and Exit Strategy

Any reports produced will remain the property of AHDB and are to be returned at the end of the contract, or if the contract is terminated for any reason.

Should AHDB need to transfer services from the awarded supplier to another during the course of the contract due to non-performance, AHDB would expect said supplier to continue service performance during the transition period.

The provision of parallel services for a certain period may apply and be used as necessary to resolve issues before final changeover.

There must be total confidentiality on any communications regarding any termination of the working relationship.

Exit strategy may be reviewed annually, or when a significant change occurs.

20. Data Security & Privacy

Please ensure you have read AHDBs policy on page 28 – 34 of the Terms and Conditions, attached on the Bravo ePortal.

Any databases or contacts will remain the property of AHDB and are to be returned at the end of the contract, along with newly required points of contact made throughout the duration of this contracted service. This must be completed at expiration; details/databases/contacts must be returned via encrypted email or memory stick, along with any other AHDB property that may be in possession.

Supplier submission

Proposal for Digital Marketing and Trade Promotion Activities in Mexico covering Pork

Presented to:

The Agriculture and Horticulture Development Board (AHDB)

By:

Perez Vega Consulting and Market Intelligence Latin America S.C.



Our firm Perez Vega Consulting is pleased to submit this proposal in response to AHDB project specification with reference 2021-546 - Digital Marketing activities in the Mexico covering Pork.

For this project Perez Vega Consulting partnered with Market Intelligence Latin America, S.C. (MILA) a Mexico City based consulting firm dedicated to providing market intelligence, export assistance, business development and digital marketing services.

Perez Vega Consulting and MILA have successfully partnered in other projects with the objective of offering a wider range of services to our customers; by combining our strengths we offer physical presence and experience in the U.K. and Mexico, a larger pool of staff, wider capabilities in terms of content generation and execution of activities and a larger contacts base, which result in cost-effective and creative solutions, a collaborative team in the U.K. and America translating in maximization of time; more reach to target audiences and delivering solid and measurable results. Working jointly and having presence in both, the United Kingdom and Mexico, we have first-hand knowledge of the target markets and key digital marketing trends and transformation aspirations.

While Perez Vega Consulting is a relatively new company (established in 2020), in a short-time period has achieved working directly with public organizations and private clients as well as outsourcing services for other digital marketing agencies. Its founder and [REDACTED] brings 15 years of experience in marketing, working for well-known FMCG organisations [REDACTED] and for digital marketing agencies. [REDACTED] holds a PhD in Digital Marketing and social media and co-authored the book [REDACTED]

MILA is a consulting firm specialized in assisting international companies and organizations in expanding their presence and reach into the Mexican market. Established in 2011, the company has assisted a wide variety of government organizations and private clients with services ranging from market research, lead generation, creative content development, traditional and digital marketing support services and ultimately, in either entering or expanding their success in Mexico. Prior to establishing MILA its partners worked for other consulting companies dedicated to assist companies in business development in Mexico and other Latin American countries.

MILA has vast experience in Mexico's agri-food market and has strong knowledge and contacts in the pork sector. MILA understands the dynamics and distribution chains, the regulatory framework and the value propositions needed to penetrate this market.

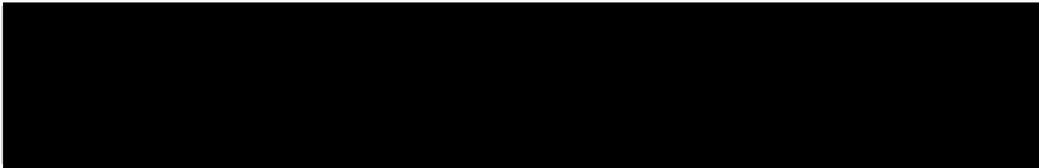
By working together Perez Vega Consulting and MILA offer AHDB not only a solid and cost-effective proposition for assisting in growing the profile, reach and reputation of British high-quality pork products in Mexico through a well planned and executed digital and traditional marketing campaign, but also offer to support in assisting British pork exporters in reaching potential importers, buyers and end-users in Mexico.

Mexico has good quality pork meat producers who export mainly to Japan, China, USA, South Korea and Singapore. Besides good quality, Mexican pork meat is competitively priced, however it is insufficient to cover local demand; Mexico has been increasing its pork imports over time, reaching over US\$1.8 billion in 2021. Most of the imported pork and pork products come from the U.S. and Canada. For Mexican importers bringing pork products from Europe represents higher costs than sourcing from North America, making the European products less price-competitive so they need to compete offering significant value propositions.

Perez Vega Consulting and MILA believe that despite the bulk of the market demand in Mexico is price-driven, British high-quality pork will find a good niche in Mexico; the British value proposition of offering pork products that come from outdoor breeding animals that enjoy of natural behaviour, grown in environmentally responsible and sustainable farms that care about animal welfare; offering high traceability and food safety standards, and that are Red Tractor and RSPCA assured, are enough reasons that justify paying a premium as consumers will be rewarded not only with leaner meat, better taste and nutritional facts, but also that offers channels and consumers peace-of-mind. These are the key messages worth communicating for an effective positioning campaign.

We thank AHDB for considering and reviewing our proposal and we hope you find in us a valuable partner to effectively assist British pork in successfully penetrating and growing in the Mexican market.

Best regards,



I. Company Overview and Relevant Business Experience:

Our companies Perez Vega Consulting (PVC) and Market Intelligence Latin America, S.C. (MILA) present this joint proposal for providing digital marketing and trade promotion activities in Mexico covering pork. We think the combined expertise in digital marketing capabilities and a deep understanding of the food market in Mexico will enable our companies to provide AHDB with unmatched digital marketing and export assistance services that will meet and exceed the objectives and goals set for this tender.

PEREZ VEGA CONSULTING is a digital marketing agency based in [REDACTED] established in 2020 (in the middle of the COVID19 pandemic) has successfully provided digital marketing services to a range of organisations in the UK and internationally. We have worked with organization such as [REDACTED]

[REDACTED] and for digital marketing agencies.

In the context of FMCG, and more specifically food industries in Mexico, [REDACTED] oversaw branding and marketing of new product launches such as [REDACTED] in the Mexican market. He also supported the marketing of other existing brands such as [REDACTED]. Involvement with all these brands required coordination with trade marketing teams, distribution channels (both retail and wholesale), as well as the management of the creative message behind marketing campaigns and the implementation of omnichannel campaigns offline and online. Furthermore [REDACTED] managed the creation of digital marketing campaigns and social media marketing campaigns for the creation of leads via the use of social media marketing and paid search campaigns for well-known international speakers such as [REDACTED] in Mexico.

[REDACTED] has completed a PhD in Marketing, with a focus on the use of social media channels among businesses, and the drivers of online engagement based on social influence principles. His work has been presented at nationally and internationally recognised conferences such as [REDACTED]

[REDACTED]

[REDACTED] has worked collaboratively in consulting and research projects with companies in the mental health tech industry, telecommunications, and with public sector organisations. He was part of the [REDACTED] mentoring SMEs in the use of social media and digital marketing, as well as the [REDACTED]. His work in the UK includes working with health-tech companies [REDACTED]

reach both B2C and B2B customers via social media and other digital channels. He has also worked with non-profit organisations such as [REDACTED] and was involved in the development of a strategic plan for the use of social media to increase awareness and donations to the charity, [REDACTED]

[REDACTED] will work in conjunction with Market Intelligence Latin America, S.C. (MILA) for the delivery of services to AHDB under this proposal.

MILA is a Mexico City-based consulting firm dedicated to providing high-quality, targeted business intelligence, digital marketing, promotion, and representation services to assist our clients with achieving specific marketing or business goals. MILA services enable individual companies, organizations, and foreign governmental entities to tap into specific markets, promote trade and investment opportunities and expand their reach in Mexico.

MILA's consulting services are expressly designed to satisfy client needs, not only by identifying specific sales opportunities, but also by defining concrete marketing and promotion strategies, business implementation and distribution programs for maximizing short and long-term success.

The MILA team has a solid track record of assisting private companies, trade and cultural associations and governmental agencies in expanding their presence and accomplishing their objectives in Mexico. Services range from the development and implementation of targeted and effective digital and traditional marketing and communication campaigns to the production of specific market research reports; the evaluation of potential business partners, distributors and clients, representation, and organization of trade and/or governmental missions.

MILA's mission is to have 100% satisfied clients by providing the best market intelligence, digital marketing, and consulting services in a cost-effective manner.

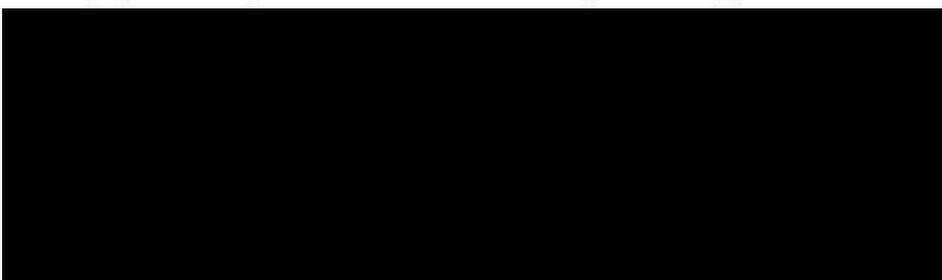
The MILA team are qualified high-performance consultants, highly skilled in developing comprehensive business sector analysis and business development specialists with unrivalled expertise in evaluating alternatives and outlining effective market entry and market share development strategies. Export success results from a well-conceived and executed strategy that focuses on identifying concrete short-term opportunities and selecting the best channels and appropriate marketing strategies to introduce products and services into the market.

The MILA team are experts in developing creative and cost-effective marketing campaigns that reach specific target audiences; in the production of customized market research and distributor/rep or joint-venture partner selection reports, in coordinating trade missions and scheduling and coordinating pre-qualified business meetings between potential exporters and buyers in Mexico.

The MILA partners have over 22 years of trade promotion experience assisting international companies and organizations in increasing their exports to Mexico in a wide variety of industries, including food and beverage, information technologies, cybersecurity, renewable energies, health and medical equipment, automotive and aerospace, infrastructure (Energy and Environment), mining, education technologies, fintech, and industrial machinery, among others.

MILA is highly skilled in the full range of promotion activities needed to effectively promote British high-quality pork in Mexico. Our company is knowledgeable of the market, trends, potential buyers, and the needed communication strategies to build awareness, offer a clear value proposition and increase its reach and reputation which will translate into greater exports to the Mexican market.

Besides our experience in digital marketing, content development, social media strategies and paid campaigns, the firm is particularly strong in market research, identification of trade opportunities, selection and assessment of business partners, development of "stand-alone" distribution networks or channel development through local distributors. Our firm is also strong in aiding government officials, organizations and individual companies in developing relationships with Mexican businesses and government agencies.



Services

MILA assists companies and organizations around the world to enter and expand in the Mexican and Latin American markets with a set of marketing and consulting services that include:

1. **Digital Marketing:** Focused on creating impact and engagement, MILA's digital marketing services are designed to drive customer success. We provide effective and measurable marketing solutions ranging from concept design, content development and social media strategy, all the way to the implementation of optimal communication and e-commerce strategies. Our services are designed to become an extension of our clients' marketing team and help innovate, communicate the right messages and value propositions, generating customer engagement by improving conversions and success rates. Our digital marketing offer includes:
 - a. Digital strategy.
 - b. Content marketing.
 - c. Paid campaigns.
 - d. Search Engine Optimization (SEO)
 - e. Social media advertisement.
 - f. Copywriting.
 - g. Social media management.
 - h. E-commerce.
 - i. Social listening.
 - j. Digital analytics.

2. **Business Intelligence:** MILA assists companies and organizations around the world to successfully enter and expand in the Mexican and Latin American markets through a series of hand-holding services that allow not only to understand the specific target market, but to implement the most adequate structure and communication strategies to effectively capture market share. MILA provides the following business intelligence services:
- a) **Market intelligence:** MILA is expert in gathering first-hand information relevant to specific companies' markets and assisting in determining opportunity, penetration and market development strategies based on the individual company strengths and the market size, opportunity niches, trends, competitive environment and interest among local buyers/ distributors/ reps/ agents. MILA's market intelligence reports are based in direct meetings and interviews with industry players and prospects and complemented or contrasted with public information available.
 - b) **Market Research:** MILA develops sectorial market research analysis for Embassies, economic development organizations, associations, industry chambers, provincial or local governments, individual companies, as well as other consulting companies; MILA's market research reports cover market size, potential, trends, opportunities, and risks for market entrants. MILA also develops company-specific market research studies, competitive analysis, and distributor searches in Mexico and other Latin American markets, the majority focused in business lead generation. MILA is expert in gathering first-hand data and information, developing analysis and generating information useful for decision-making towards projects and programs to generate business success.
 - c) **Import and Export Trade Data:** MILA offers up-to-date transaction-level trade data for specific products (HS code based) or specific importers in Mexico. We provide information on who, when how and at what cost products in any HS code were imported into Mexico.
 - d) **B2B Matchmaking:** MILA is expert in coordinating both, in-person and virtual B2B meetings for specific companies with local potential buyers/ distributors/ reps/ agents or with relevant authorities or government officials related to the company's sector. MILA's B2B matchmaking services are offered to Embassies or foreign government entities that bring trade missions or business delegations to Mexico, for trade show organizers and industry associations and for individual companies visiting Mexico.
 - e) **Advisory Services:** MILA also offers other advisory services that help clients understand their target markets, competitive environment; regulatory framework; prospective customers and build successful distribution and business partnerships to effectively drive long-term success. MILA has a network of international trade lawyers, accounting firms, HR companies, and real estate brokers who collaborate in projects so we can offer a one-stop solution for potential investors or companies entering the Mexican market and who require specific advisory in matters such as intellectual property, regulatory compliance, participation in government bids, local content requirements among other specific issues.

Team:

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

[Redacted]

Bio

Strategic collaborations

In addition to its in-house team, MILA has developed strategic collaboration alliances with consulting firms in Guadalajara and Monterrey to engage in specific consulting assignments that require fieldwork in these important Mexican cities as well as with design companies who can assist with high-quality video and digital content when required. MILA also has a network of vetted law and accounting firms, customs brokers, hotels and transportation companies to assist and provide services to exporting companies and those entering into distribution or representation agreements with Mexican companies.

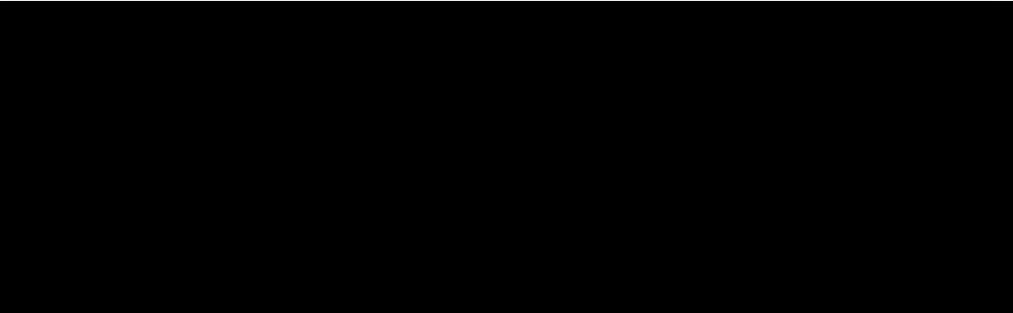
Experience in Mexico's Agri-food and specifically in Mexico's Pork Market

With over 22 years in consulting, MILA has assisted many agri-food companies entering or expanding into Mexico, producing research within Mexico's food and beverage companies ranging from the largest sector players such as Grupo Bimbo, Sigma Alimentos and Sukame to SMEs importing and commercializing agri-food ingredients, raw-materials, processing, and packaging machinery all the way to finished ready-to-eat products.

[Redacted]



Besides the sectorial market research reports described above, MILA has done many individual market research reports covering the agriculture and agri-food sectors as well as market research reports covering potential food ingredients and raw materials within Mexican agri-food producing companies as well as for companies importing and commercializing meat products and other proteins.



We believe besides of our strong market research skills, contacts and relationships in the agri-food sector and experience producing company profiles and coordinating virtual and in-person trade missions, an important competitive advantage offered by MILA and its team is its hands-on experience in developing sales for agri-food companies. Since 2014 MILA has hands on experience selling – fresh potato and onion – to retailers, wholesalers, food distributors, e-tailers and Centrales de Abastos (Large wholesale markets) across Mexico. Our job under this representation consists of identifying potato importers and linking them with our representee sales team; nowadays the company we represent is the largest American supplier of potatoes into Mexico.



MILA has developed digital marketing and e-commerce support projects for diverse industries, companies, and public entities or associations. Our expertise includes services such as content generation, email marketing, online design, post design, blogging, paid campaigns, and SEO strategies across platforms such as Google, Facebook, Instagram, LinkedIn, Pinterest, Twitter, and e-commerce marketplaces.



In the beverages sector, we have supported several Mexican spirits and distillates brands to export to the UK and the US, as well as develop their branding campaigns on those markets, including social media and email marketing for online channels, and trade marketing for offline channels, connecting those brands to importers, distributors, and specialized retailers.

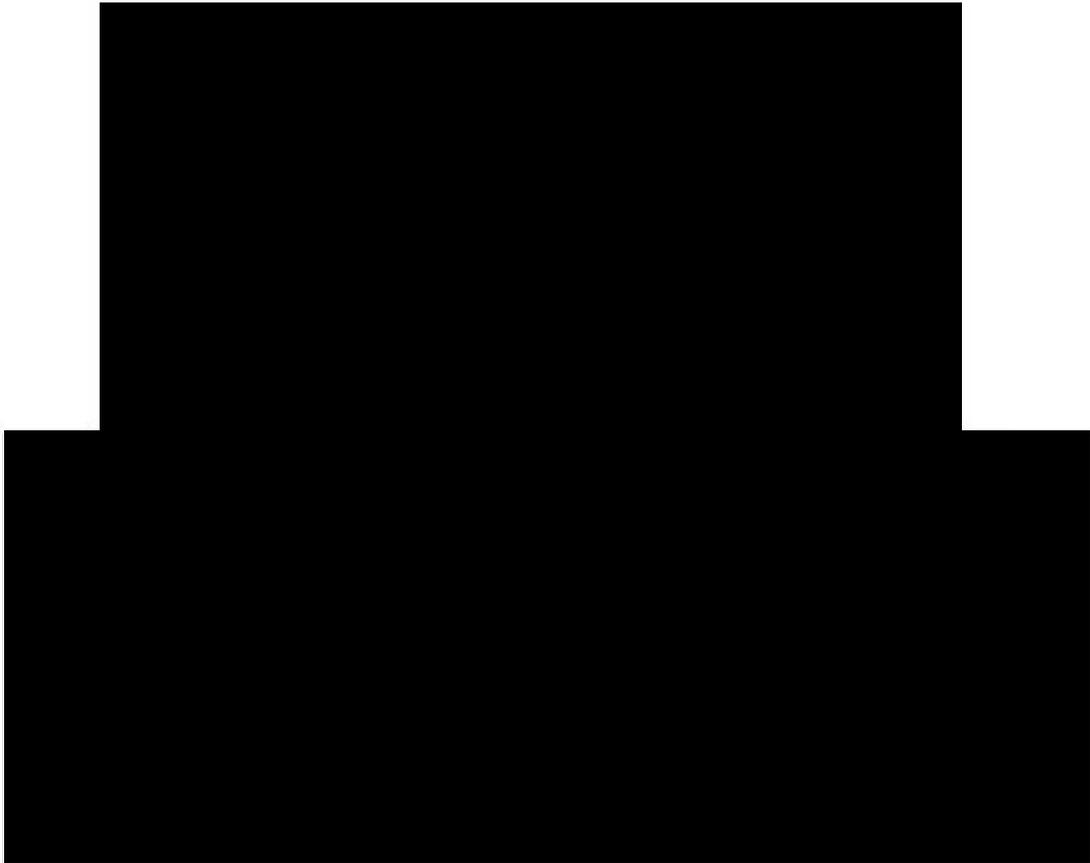
Besides our digital marketing experience, Perez Vega Consulting and MILA have strong market research and lead generation skills; we focus our digital marketing campaigns in generating results for our customers so more than just offering communications and design campaigns, we focus in understanding our client goals and aligning those with consumers' preferences and demands. We help our clients communicate the right messages for the right audiences in the right platforms and to do this, clear understanding of the target market is necessary.

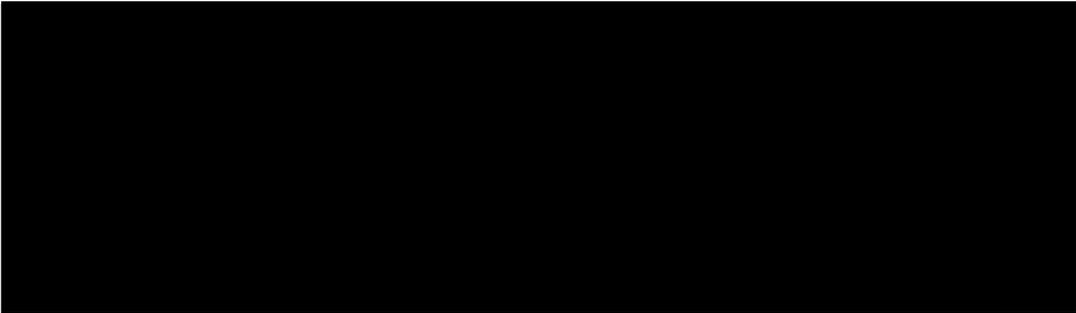
Mexico's Pork Market:

MILA is very familiar with Mexico's Pork market as we have developed various projects in this segment. Mexico has increased its international trade of pork products, both in terms of imports and exports.

Mexico exports pork meat and pork products to Japan, China, USA, Hong Kong and other destinations mainly in Asia and Latin America. Among the main exporters we find Kekén, Alpro, Sigma Alimentos, Proan and NH Foods.







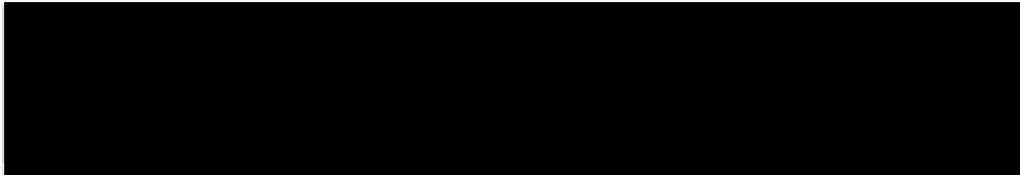
II. Detail on How we plan to achieve meeting AHDB KPIs and examples:

In any digital marketing project, achieving KPIs requires developing a well-conceived content development and copyrighting strategy, using adequate language, images and designs, reaching the right audience and inviting to share, interact, discuss and collaborate in topics that are relevant and valuable for the audience.

Understanding the market, its current and future trends, audience interests and matching key trends with specific messages are key elements for creating engagement.

For this specific project we propose to take as basis the business objectives, analyse where those stand and where they want to be in the future, and based on our market knowledge and our market research abilities, develop content that is both relevant and engaging for the audience.

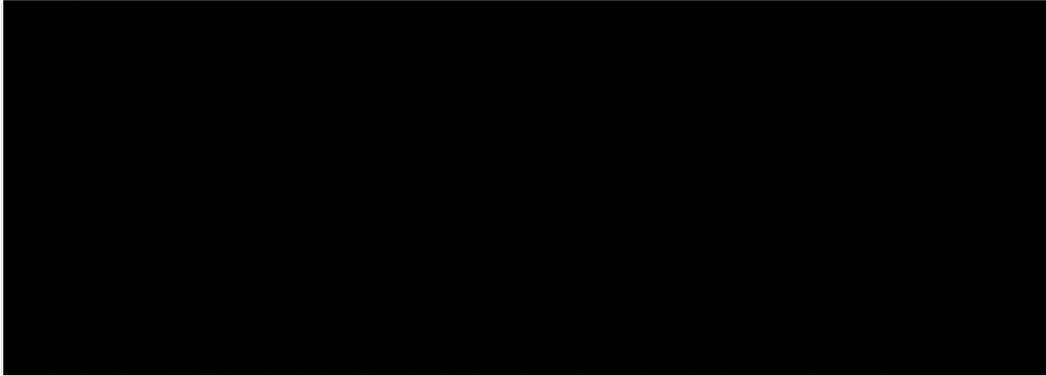
We understand the key goal of this initiative is helping AHDB on growing its profile, reach and reputation, and building awareness of British high-quality pork in Mexico.



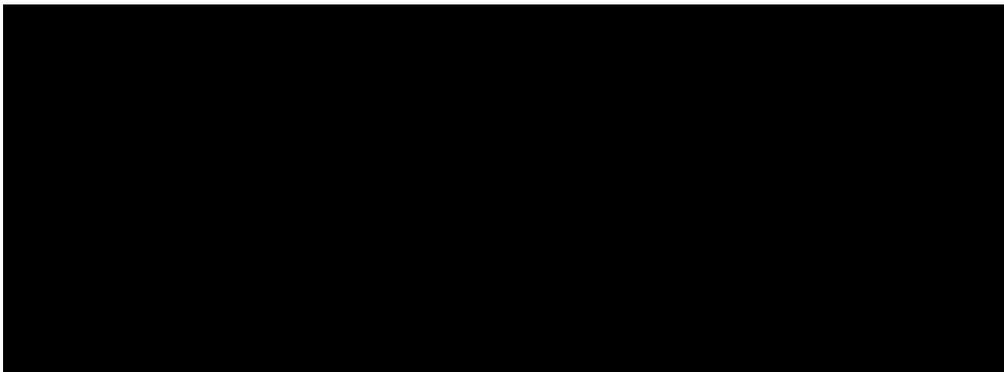
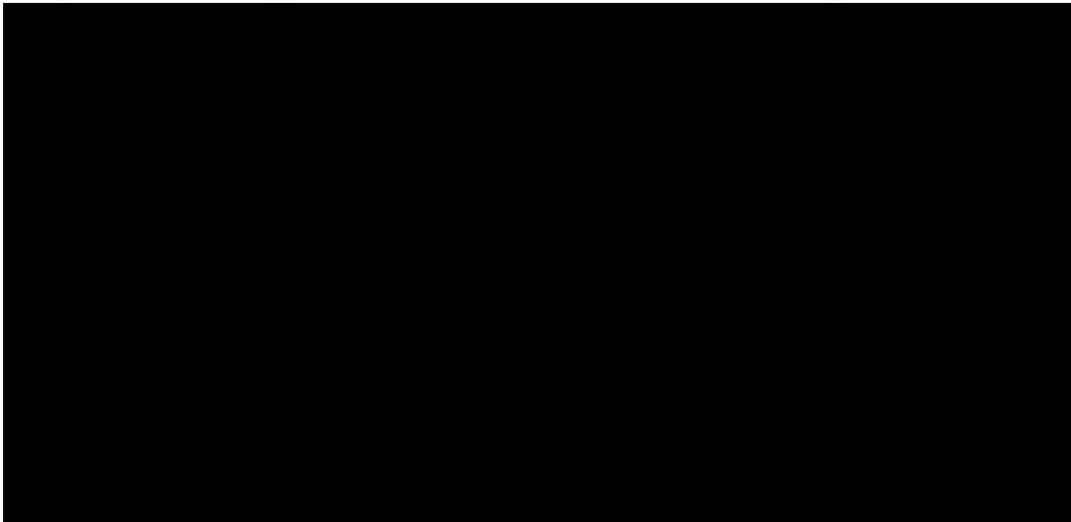
Being a new-to-market product, and based on the characteristics of the Mexican market, we believe it is imperative to position the product as a high-quality and high-value proposition product. The main messages to communicate are:

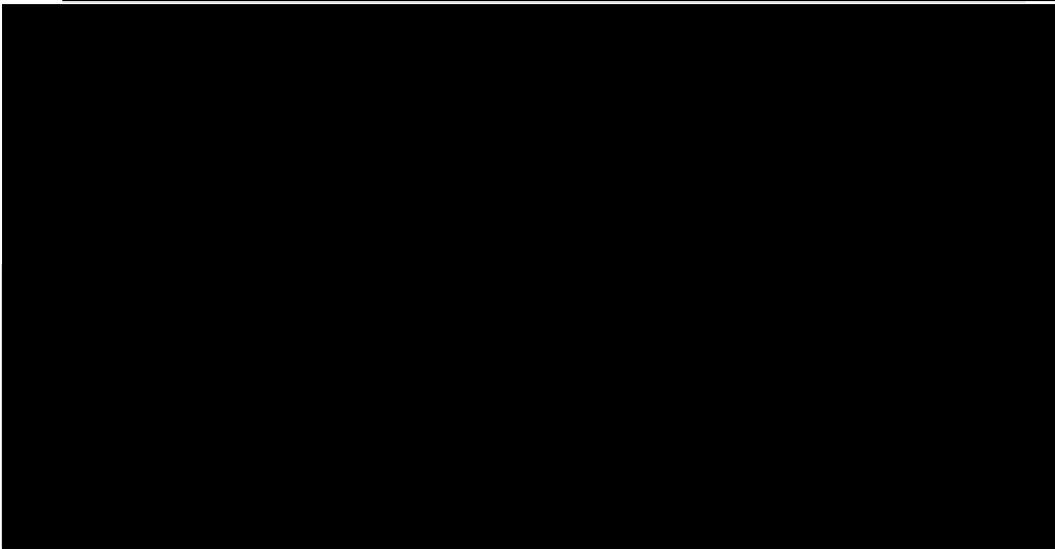


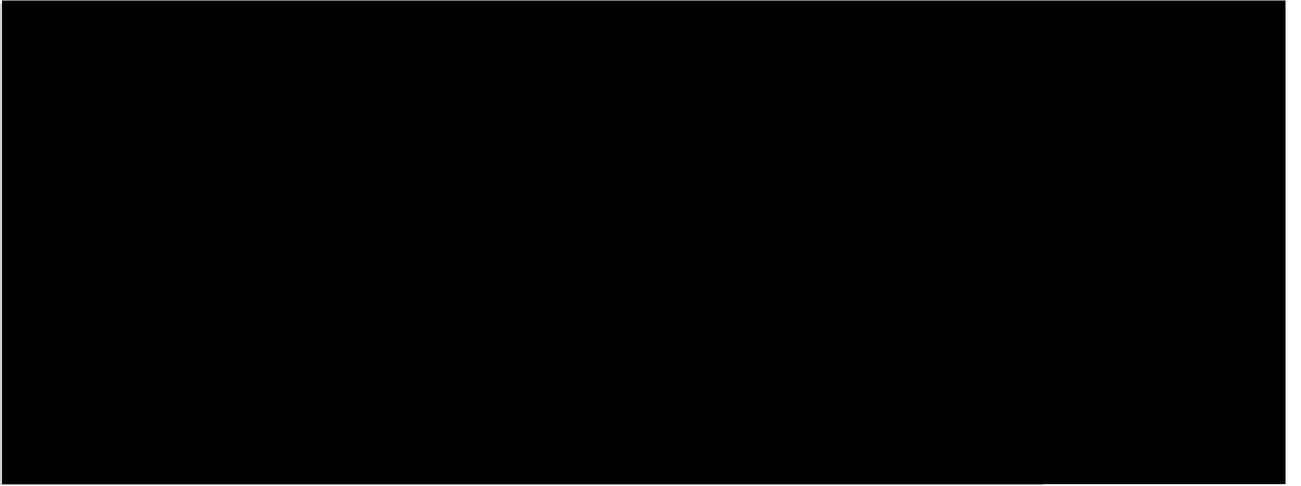
Once products are available to the consumer:

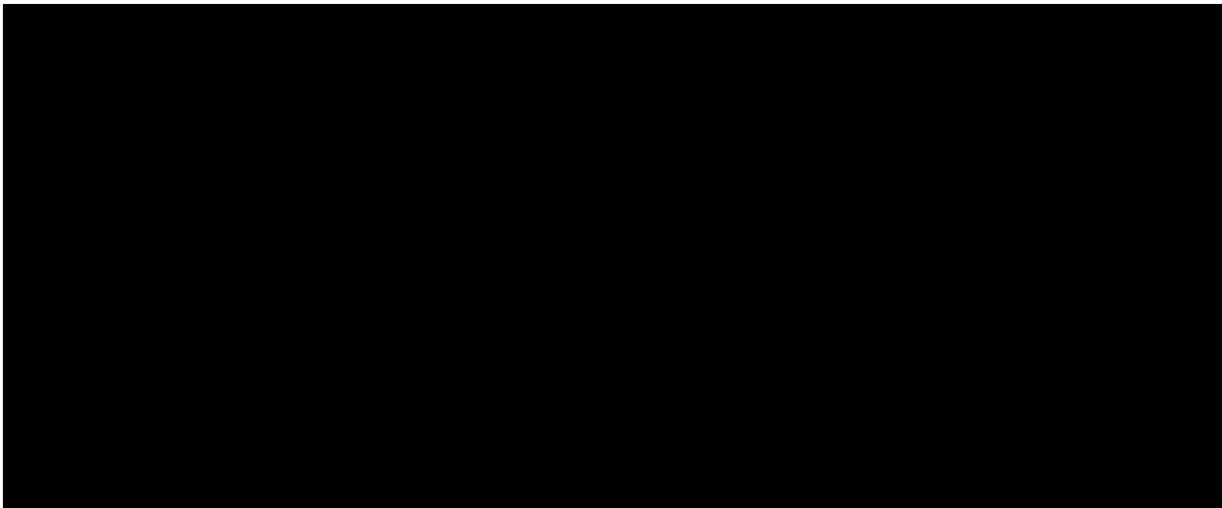
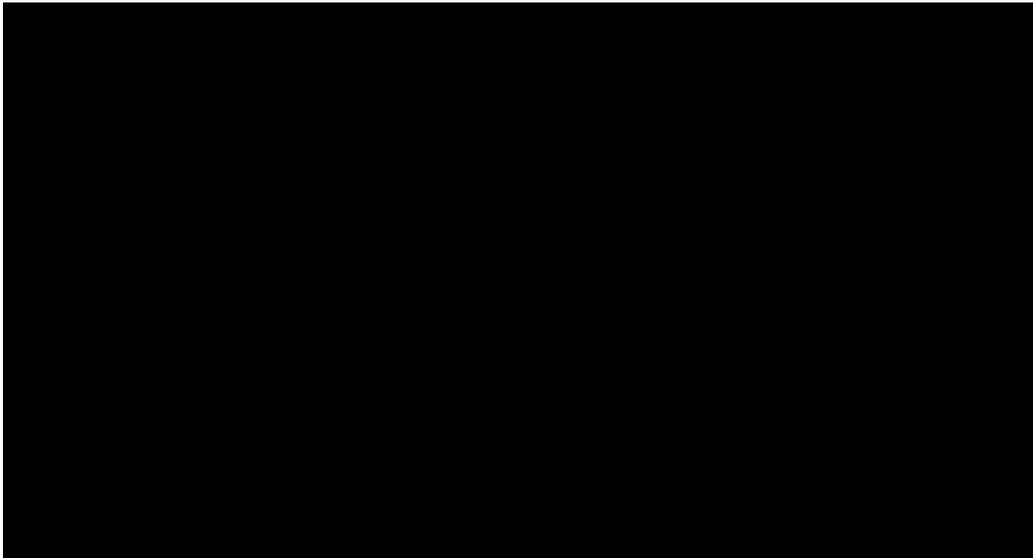


We understand AHDB wants to continuously improve how to curate content across its digital marketing channels and enable effective communication about the breath of its work. By reviewing AHDB's Facebook and LinkedIn presence, we believe there is significant room for improvement. Here some of the most basic elements we perceive:



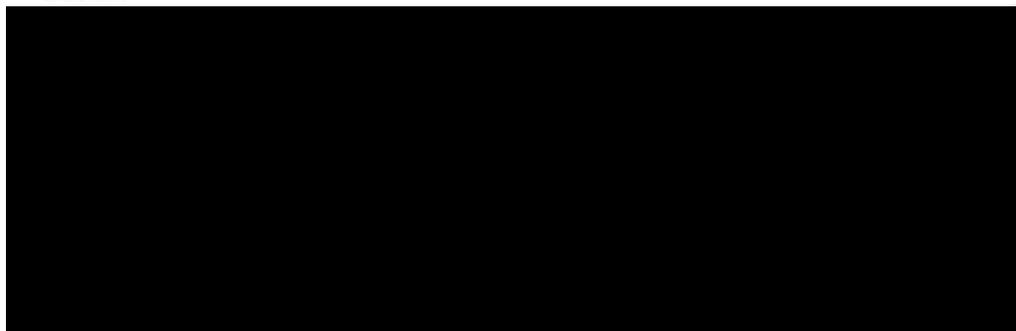


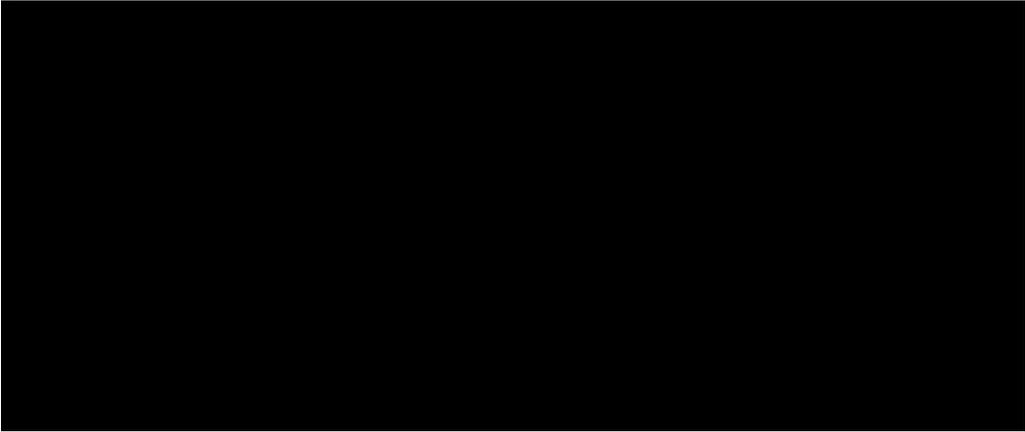




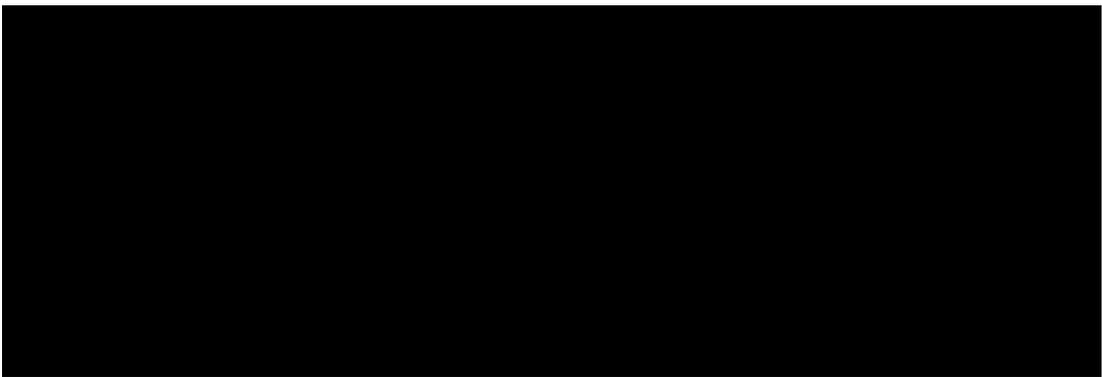
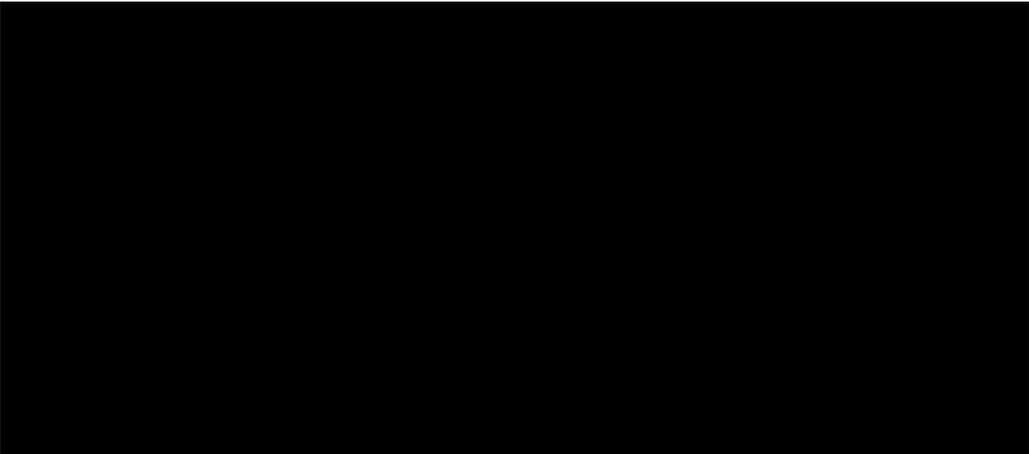
Specifically, for reaching AHDB desired metrics we would focus on:

Reach:

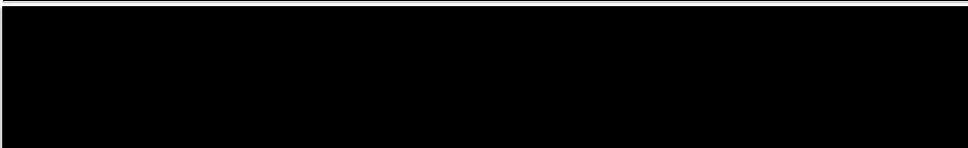
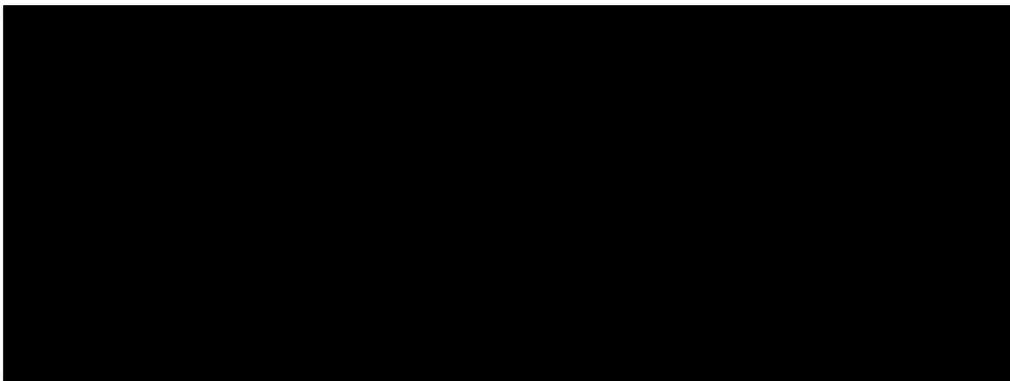




Engagement:

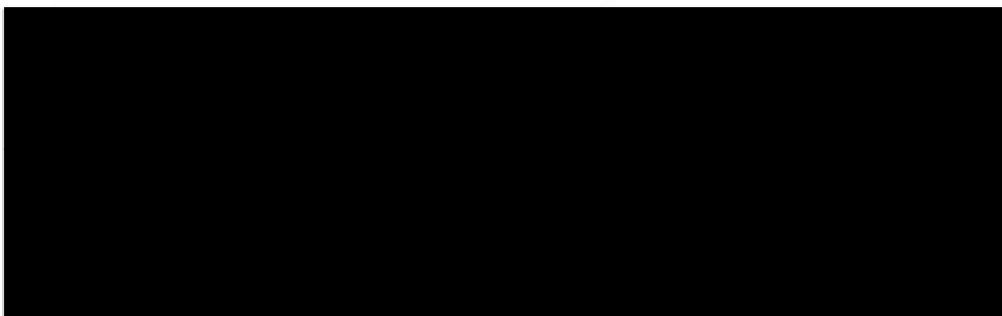


Conversions:



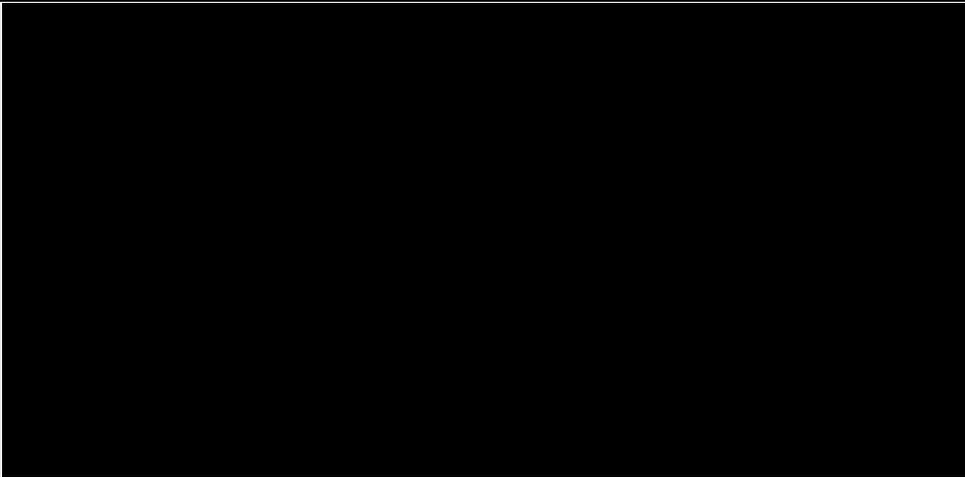
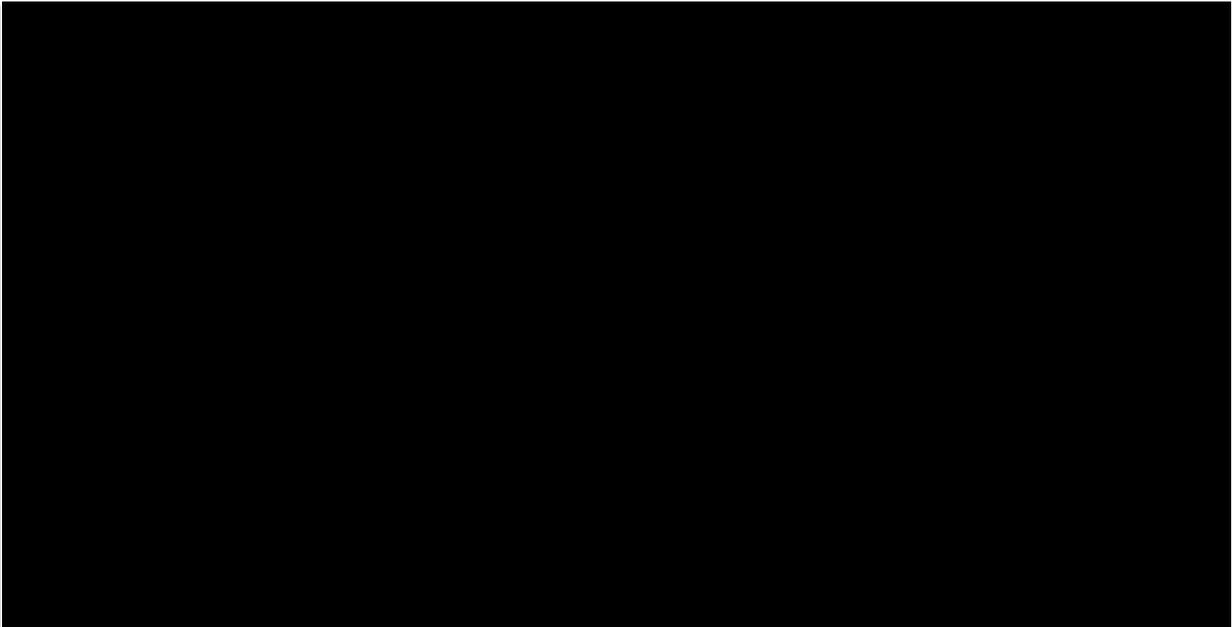
We believe one of our key strengths is, besides of our digital marketing expertise, our wide experience as business consultants for introducing food products to the Mexican market and in assisting international development organizations in helping their members enter and succeed in Mexico.

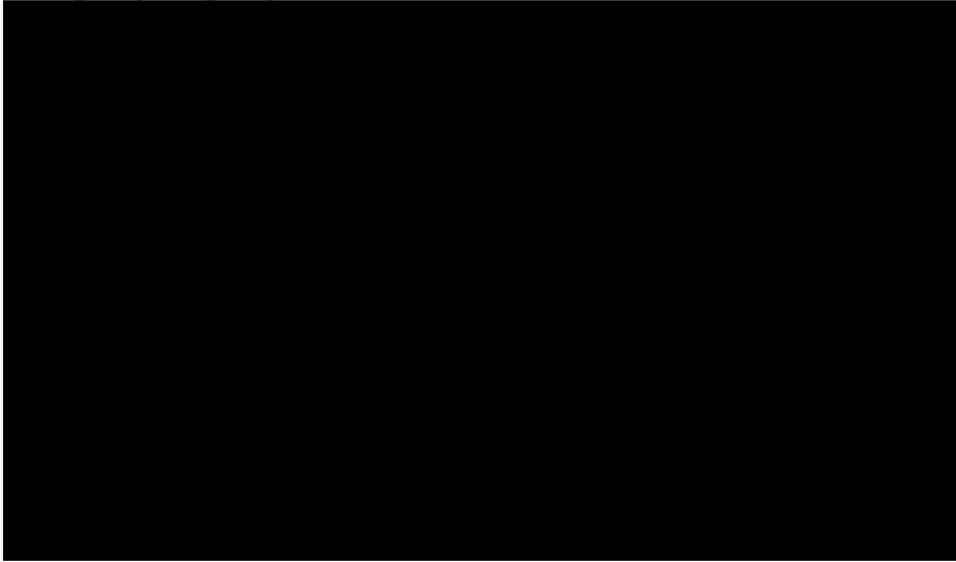
Experience in Similar Digital Marketing Projects:

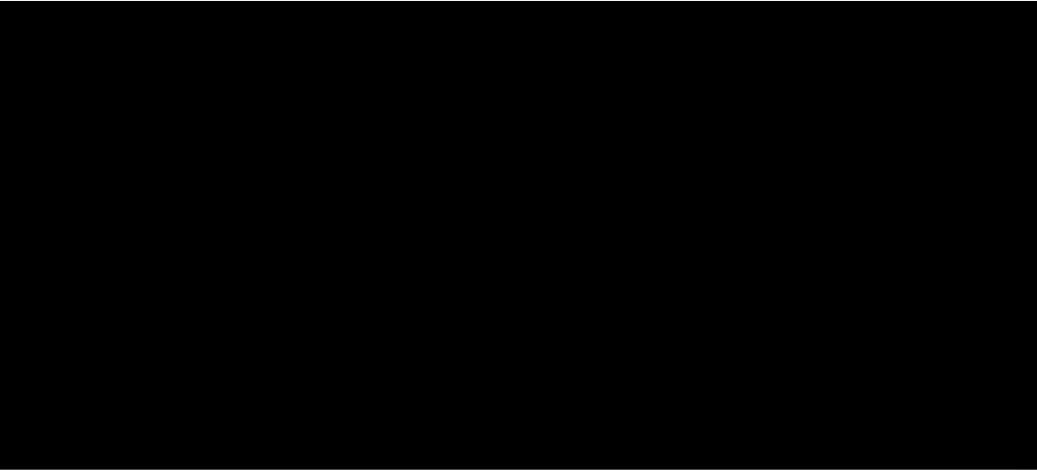
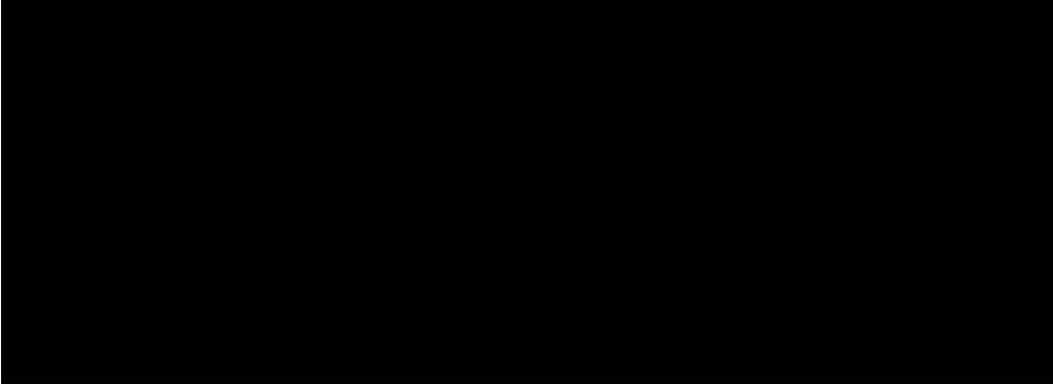
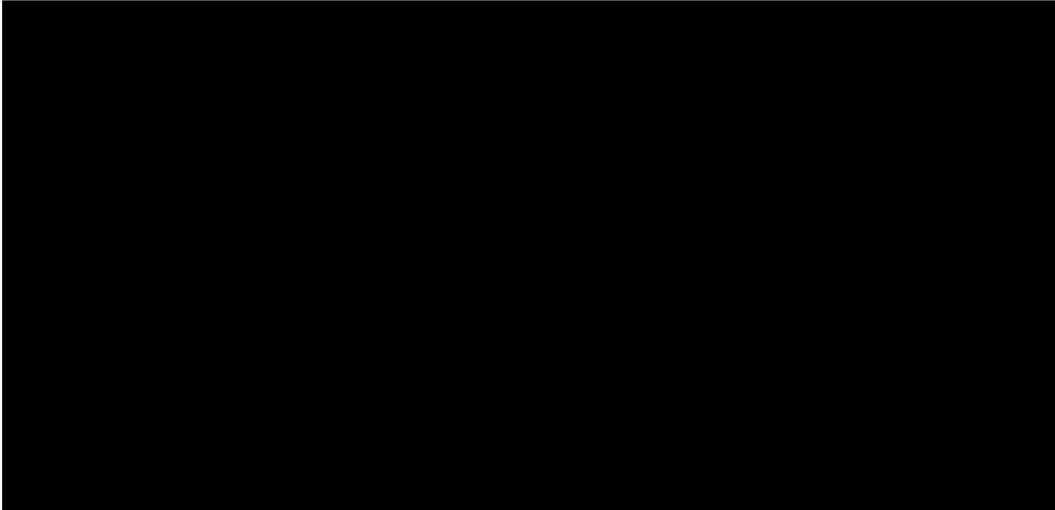


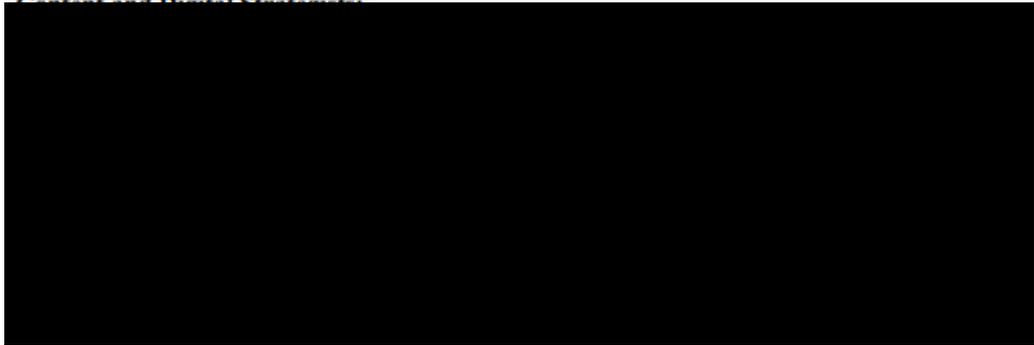
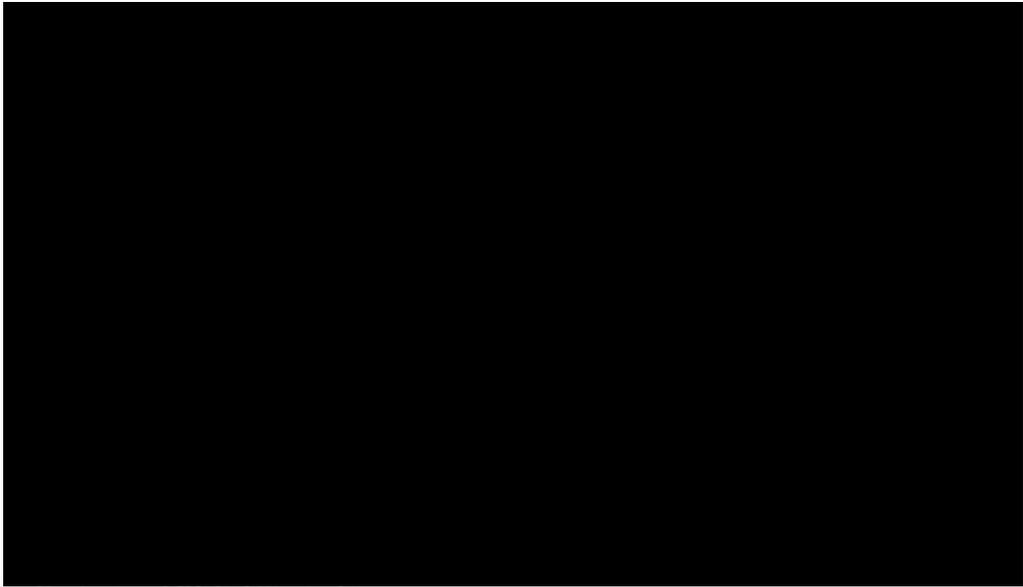
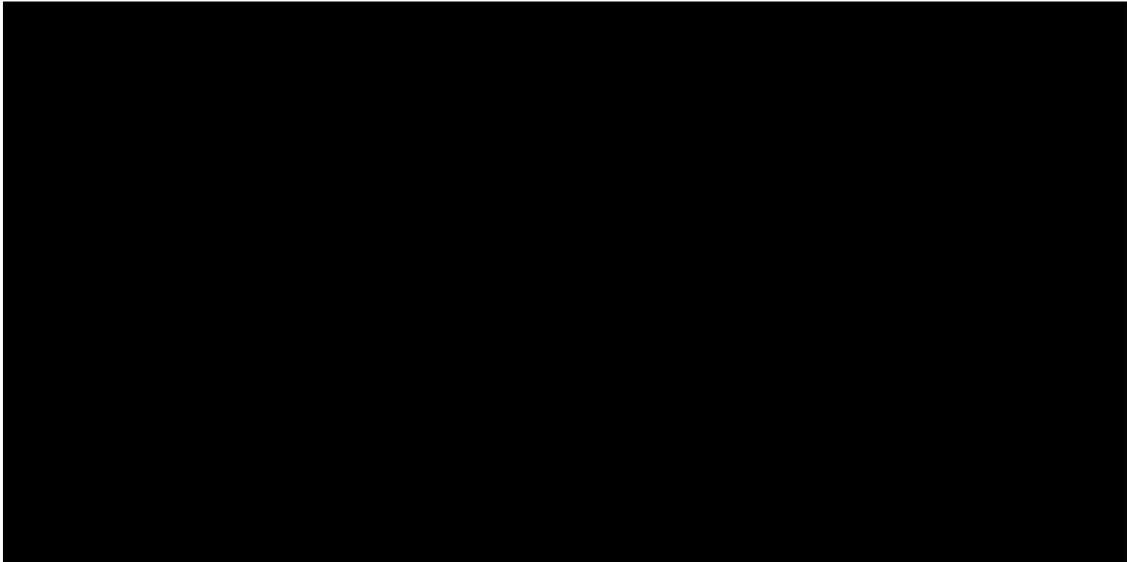
MILA has developed content for the company's social media, including copys and blog articles, as well as all the technical and commercial content for their lead-generation presentations designed for specific target industrial sectors. These presentations are used

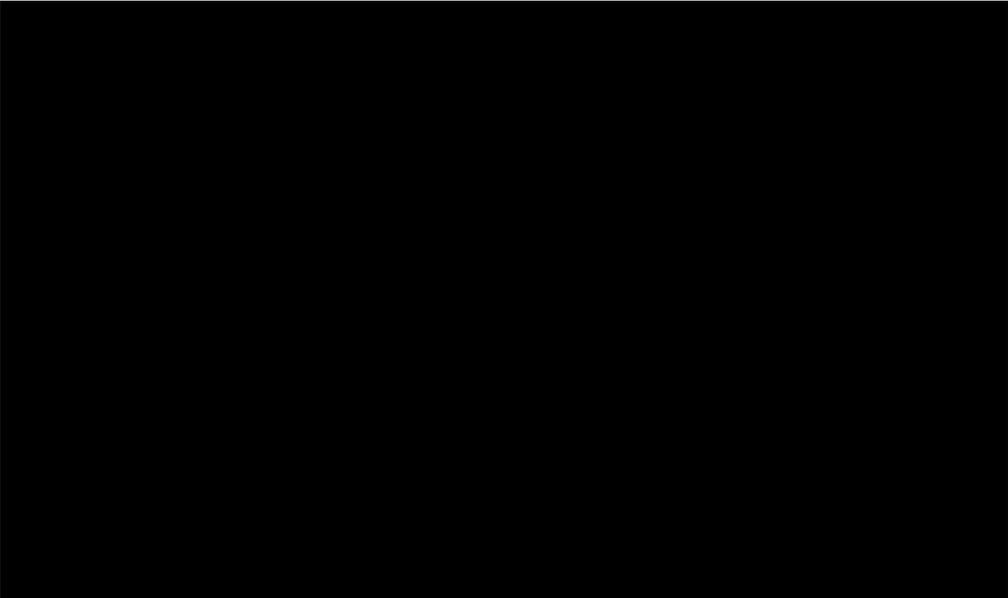
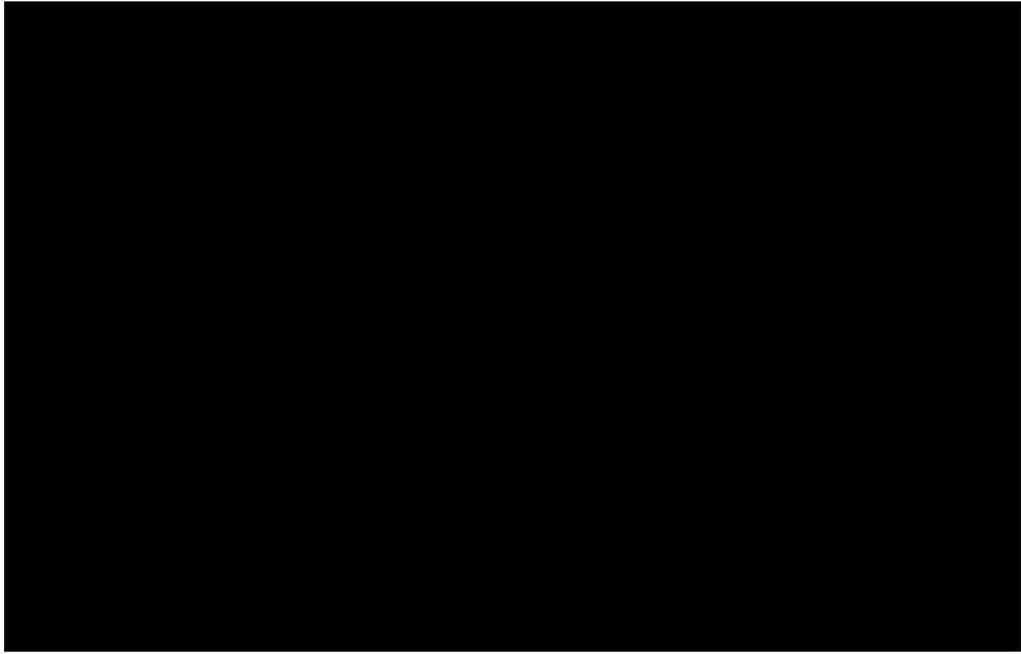












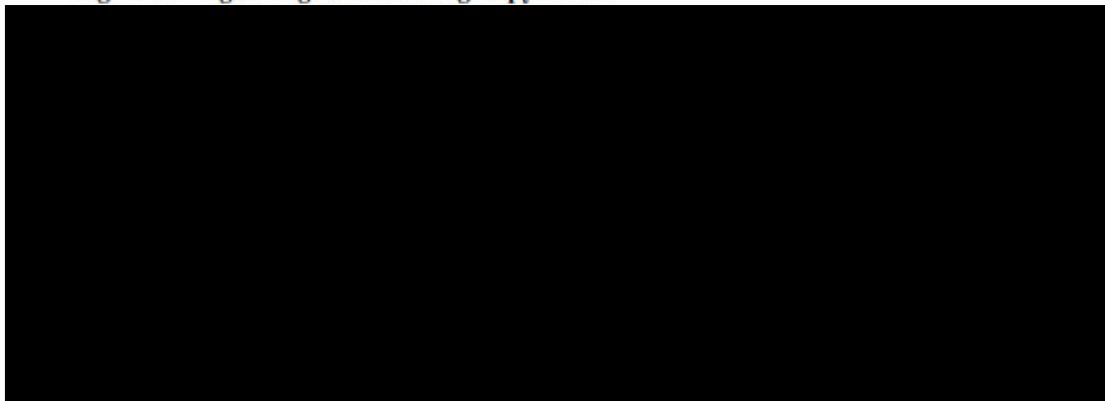
We will plan, design, create, edit and publish relevant content based on the AHDB objectives and user's needs. As previously indicated our content will focus not only in

informing, but in inspiring, entertaining and engaging the target audiences being those importers, distributors, potential clients, foodies, grillers, nutritionists or gastronomic professionals or students. We will ensure content aligns with AHDB communication line adding value to the AHDB activities, distributing effective content encouraging viewers to take action.

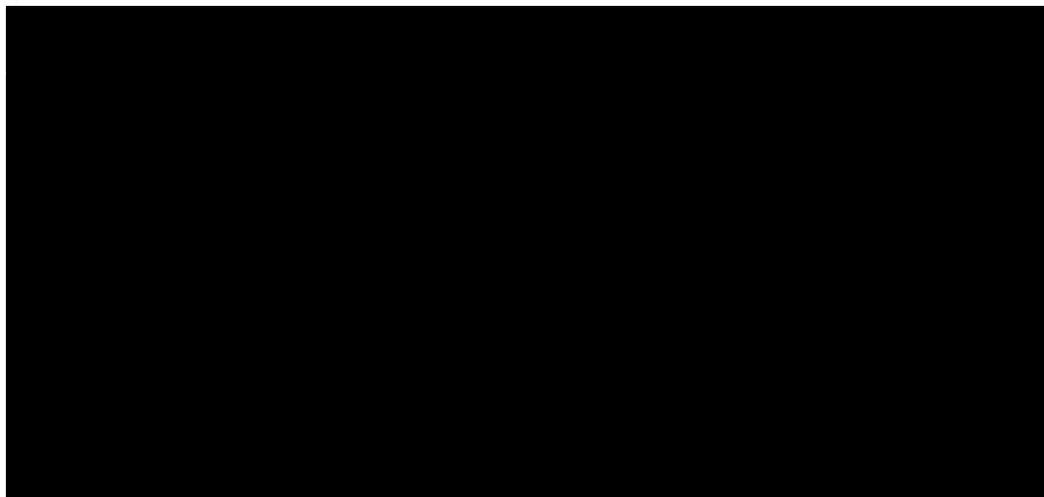
We are aware of the necessity of the SEO knowledge, managing SEO platforms and other tools for planning and do the publication process. Performing exhaustive research to gain in depth knowledge of all customers, trends, planning the editorial calendar and content proposition.

We propose offering a collaborative, connected and creative team, to manage and implement strategies through different platforms and perform periodic content audits, tracking and calculating KPI's and content ROI. Ensure that content strategy meets or exceeds desired KPI objectives.

Digital Strategist/ Digital Marketing Copywriters



Content Curators

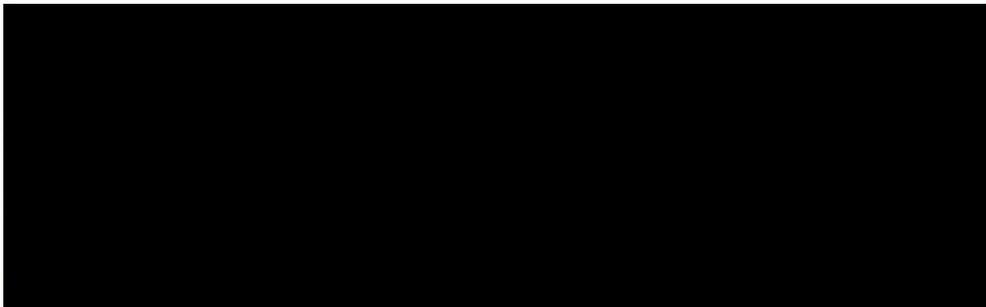


We propose having a 24/7 community manager service who can promptly review and respond to comments and viewer queries in timely manner. Also, monitoring and reporting on feedback and online reviews, organize and participate in events to build a community and boost brand awareness, coordinate with the team to ensure brand consistency, build relationships with customers, potential customers, industry professionals and media.

By having presence in both the U.K. and Mexico and a team of professionals, we can monitor and respond in a professional and timely manner to any inquiry or comment requiring a response.

IV. Process for Managing Fluctuating Workload.

In all project we engage, we work as a team, with key individual responsibilities and tasks but with open and sincere communication to ensure we meet the desired quality and timelines. When a team member requires support, we are always willing to help each other, and we don't mind devoting extra-hours and even working on weekends when required.



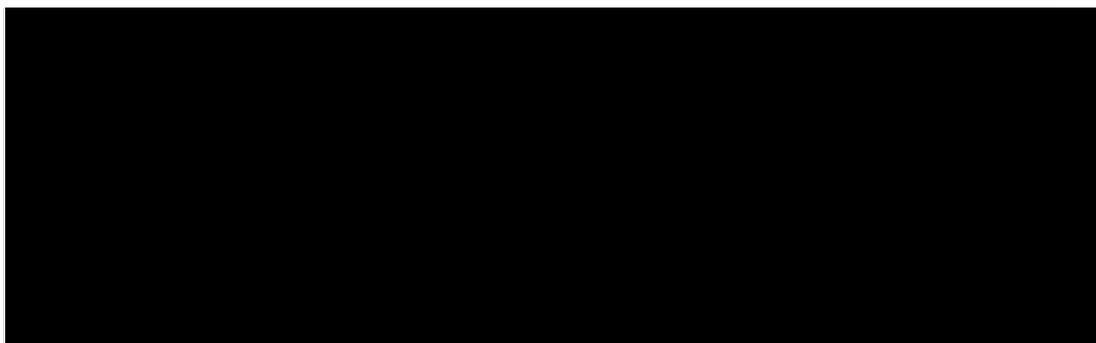
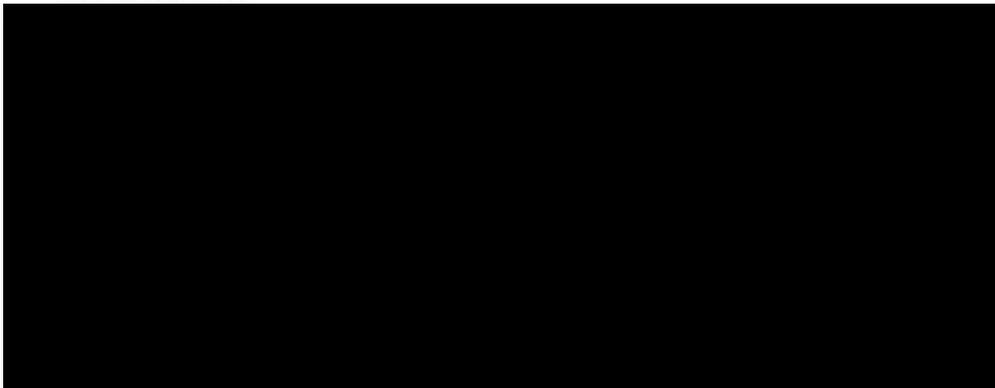
We invite AHDB to talk with some of our client companies listed in the Reference section of the proposal (Section VII)

V. Examples of work and services provided for clients that best represents:

a. Range of Services:

We can divide our services in two main areas: Consulting Services and Digital Marketing, we have clients who contract one of these services and other clients who see value in utilizing both. We believe our consulting practice, specifically our vast experience and understanding of Mexico's agri-food sector is a key value we bring for AHDB efforts in Mexico as besides providing the requested digital marketing activities listed in the specification, thanks to our market understanding and contacts networks we can efficiently assist AHDB in meeting not only the KPI's and goals set for the digital marketing campaign but also assist in matching potential exporters with Mexican buyers and advising exporters on how to overcome key challenges (i.e. higher prices than pork products from Mexico or the U.S.).

Our Consulting practice has allowed us understand market dynamics, trends, value-propositions, and the key industry players, knowing the target audience and knowing the clients allows us to communicate messages that are engaging and attractive to convince the audience of the values of having high-quality British pork in channel shelves and in consumers' tables.



b. Proven ability to target specific audiences



of experience, we have worked in practically all sectors in Mexico and the food sector is amongst our strongest expertise sectors.

[REDACTED]

[REDACTED]

c. Client's return on investment:

In several past projects we have worked in tracking the ROI of our projects in both, our consulting and digital marketing divisions and while in many projects the actual ROI can't be easily determined, there are several projects where we have tracked results and client ROI. Some of the most relevant include:

[REDACTED]

[REDACTED]



d. Reporting Mechanism that was used to show the impact of your work.

In the consulting projects reported above, the key mechanisms for reporting were interviews applied directly by the client to the exporting companies.



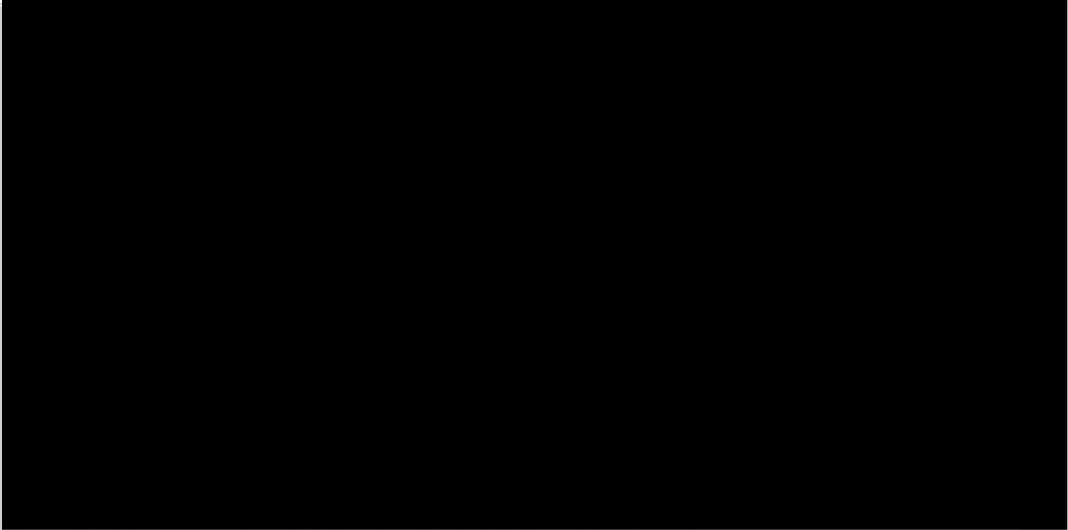
VI.



a. Proposed approach to meet AHDB's digital marketing requirements

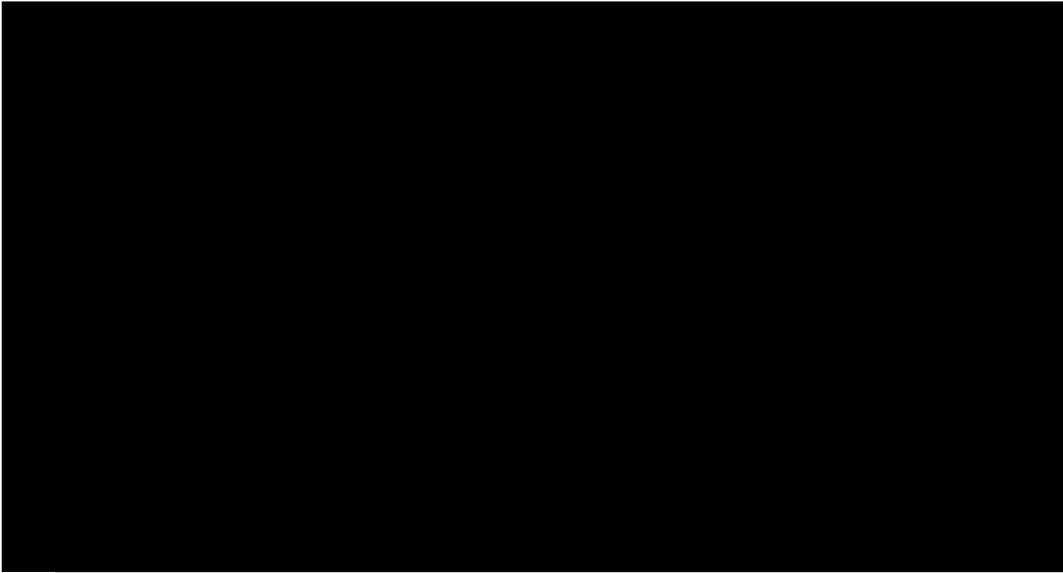
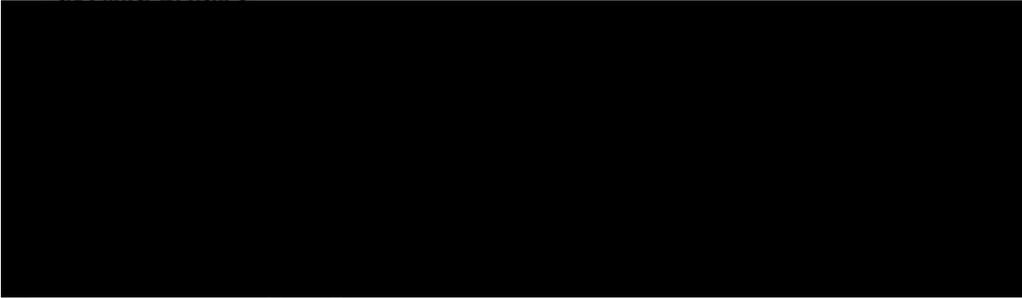


We propose, upon project award to discuss with ADDB its desired KPI's, goals and reporting methods and once agreed, begin working on a digital marketing strategy plan, to be delivered within 4-weeks of contract award and which would be centred in achieving the specific KPI's through the following:





specialist websites



Crisis management policy





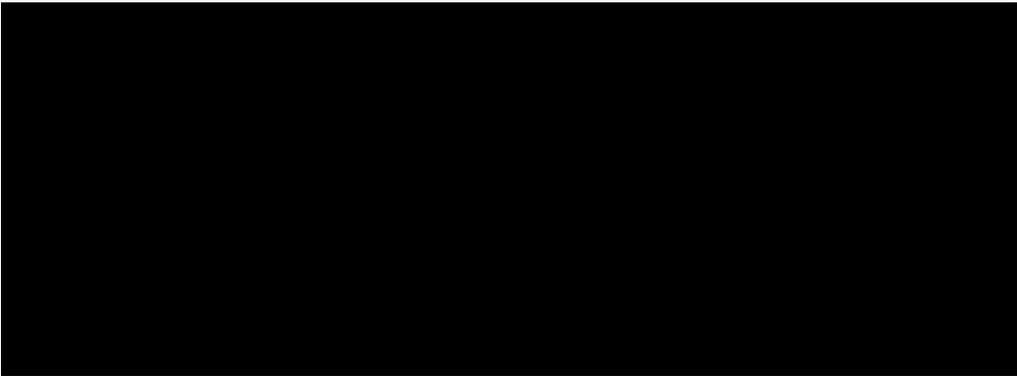
Typically, we work with our clients and train our team to follow crisis management guidelines following those established by each client. If there are no pre-established guidelines, we can elaborate basic standards and potential threats analysis specific to the industry and the particular market.



Perez Vega Consulting is a UK based company compliant with UK laws, Market Intelligence Latin America S.C. is a Mexican company established under Mexican laws and is knowledgeable of foreign trade and tax regulations.

Initial ideas on how you would increase and track awareness of, and participation in, trade shows, or private events

The most relevant events related to Pork Meat where we think AHDB should have presence are the following:





Media

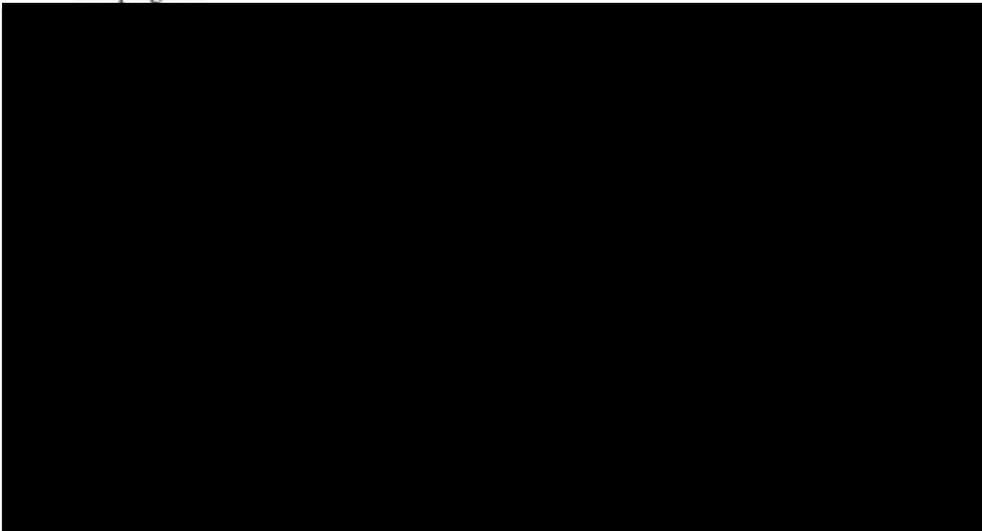


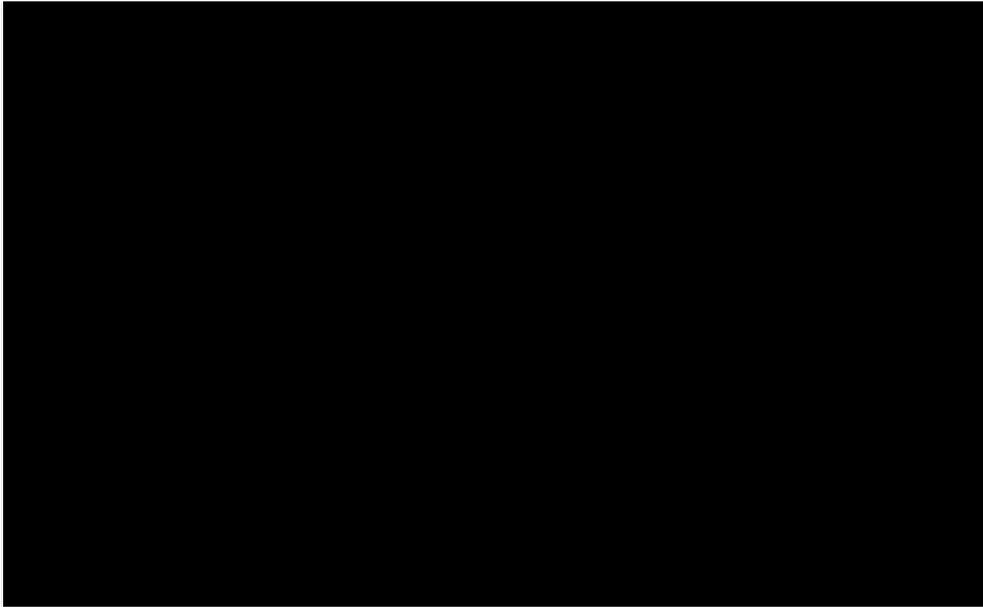
Press releases



Details of how you would reach AHDB's core target audience

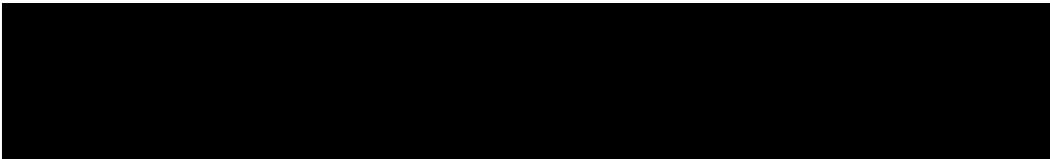
The table below outlines how we would target the main core audiences through our campaigns:



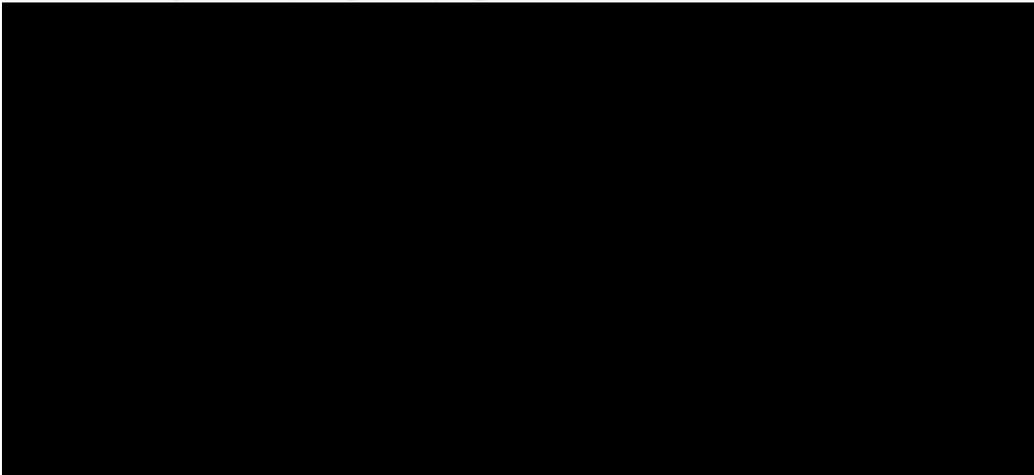


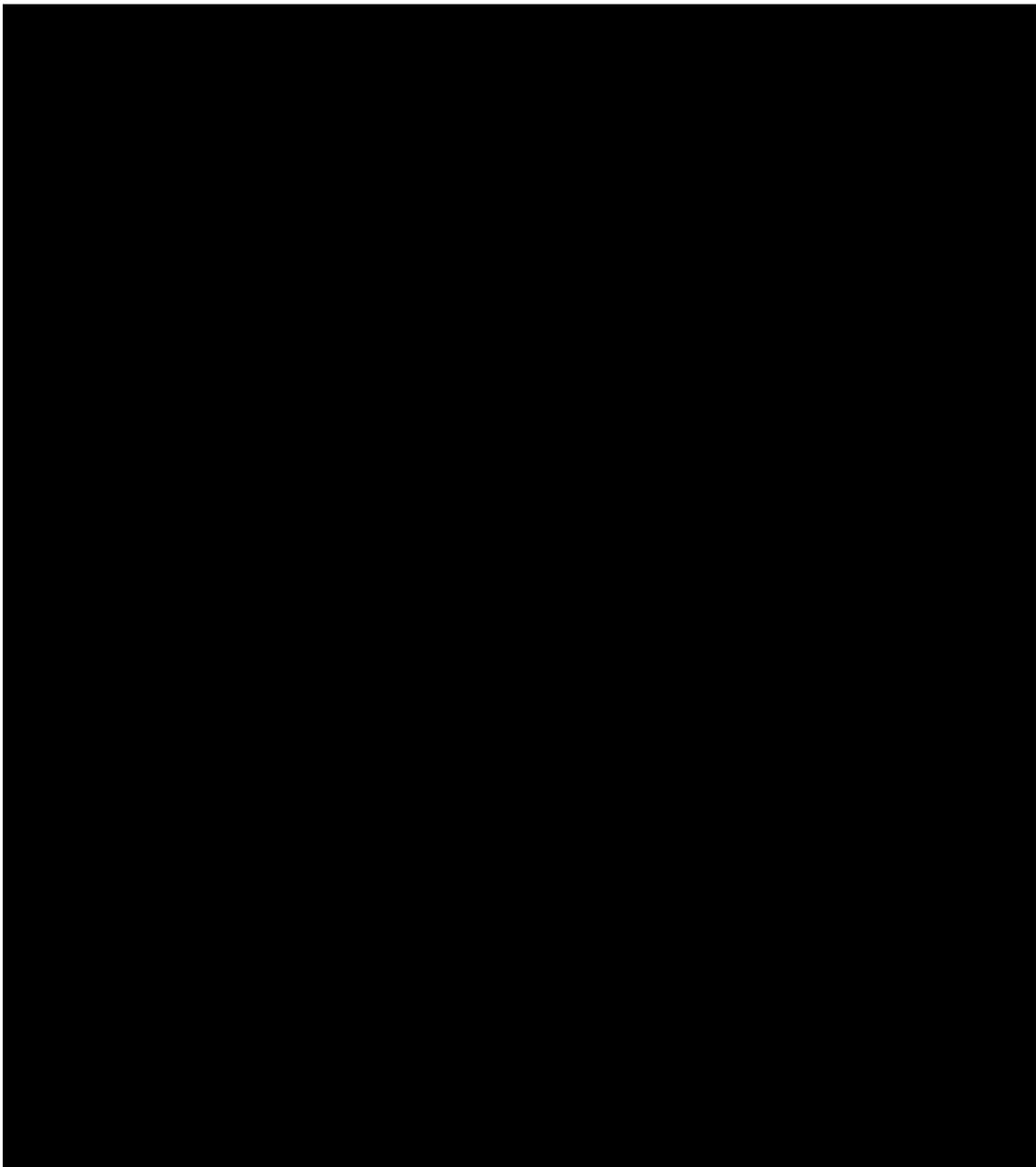
Proposed data analysis & reporting to track impact and return on investment.

Our data analysis and reporting would be aligned with the KPIs outlines in section 7 of the specification and on specific KPI's defined by AHDB and agreed upon contract signature.



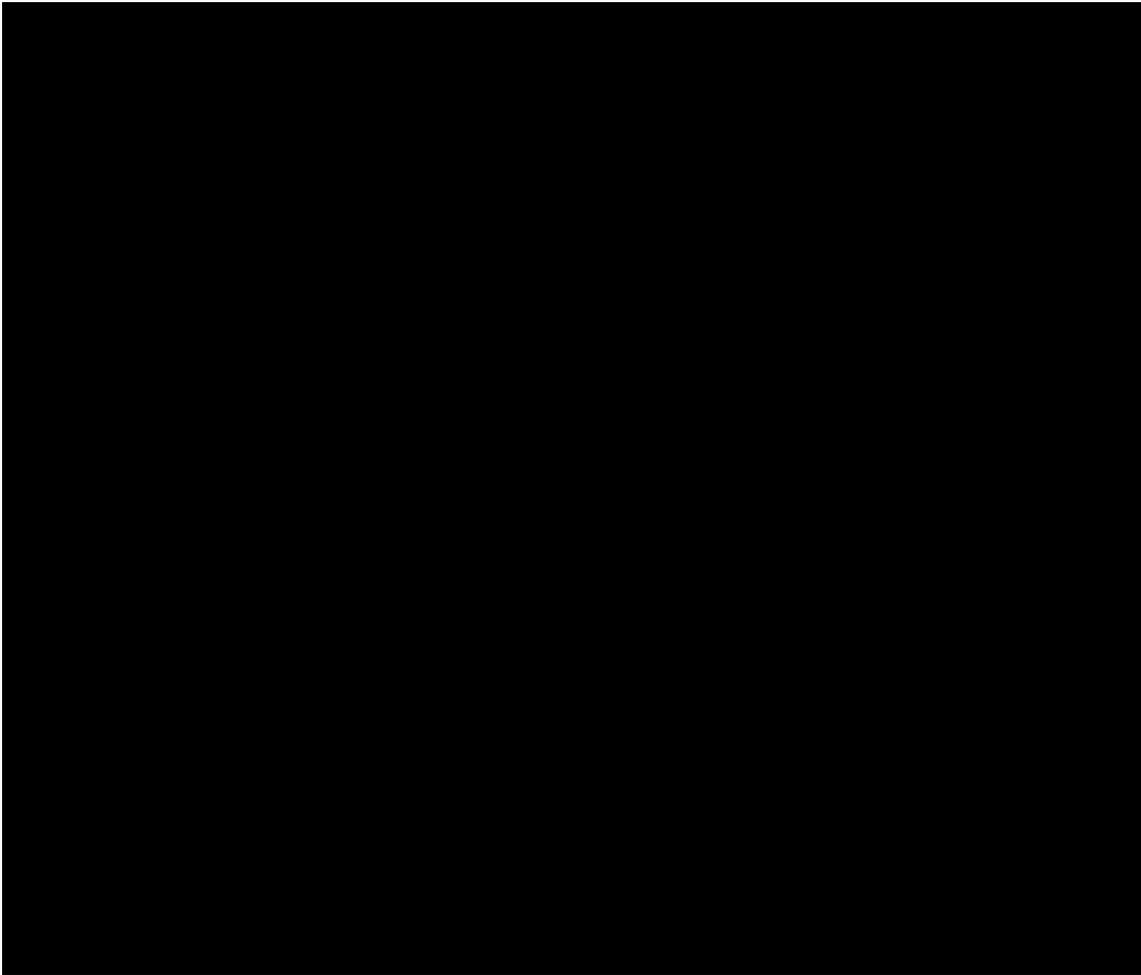
We would report the following metrics aligned to each of the KPIs:





Please detail the full suite of search engine optimisation related services you can provide, with detail on how you would intend to work with AHDB.

Our expertise in SEO includes the following service:



Sustainability Policy

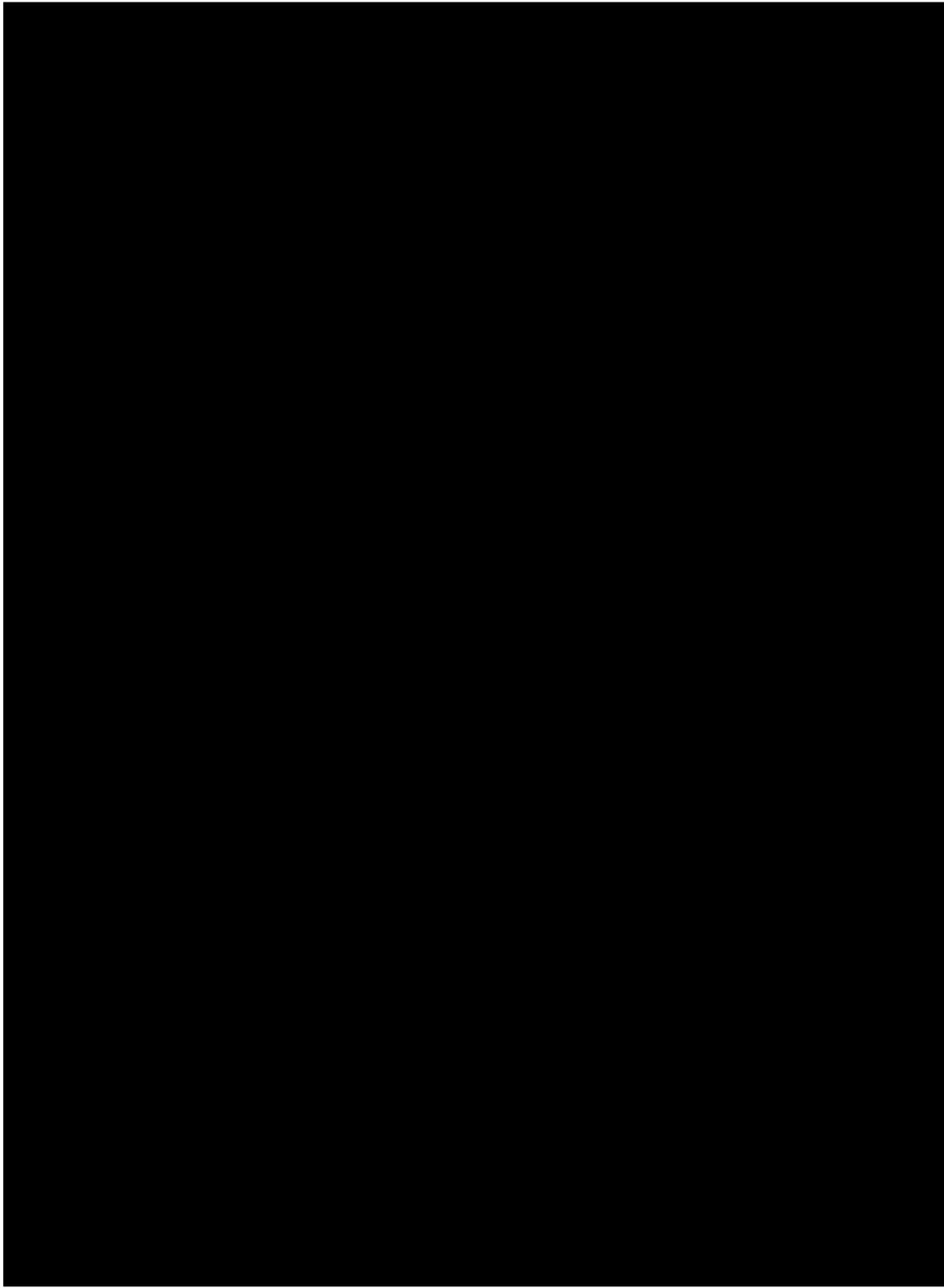
Please find in **Appendix C** our CSR and Sustainability policy.

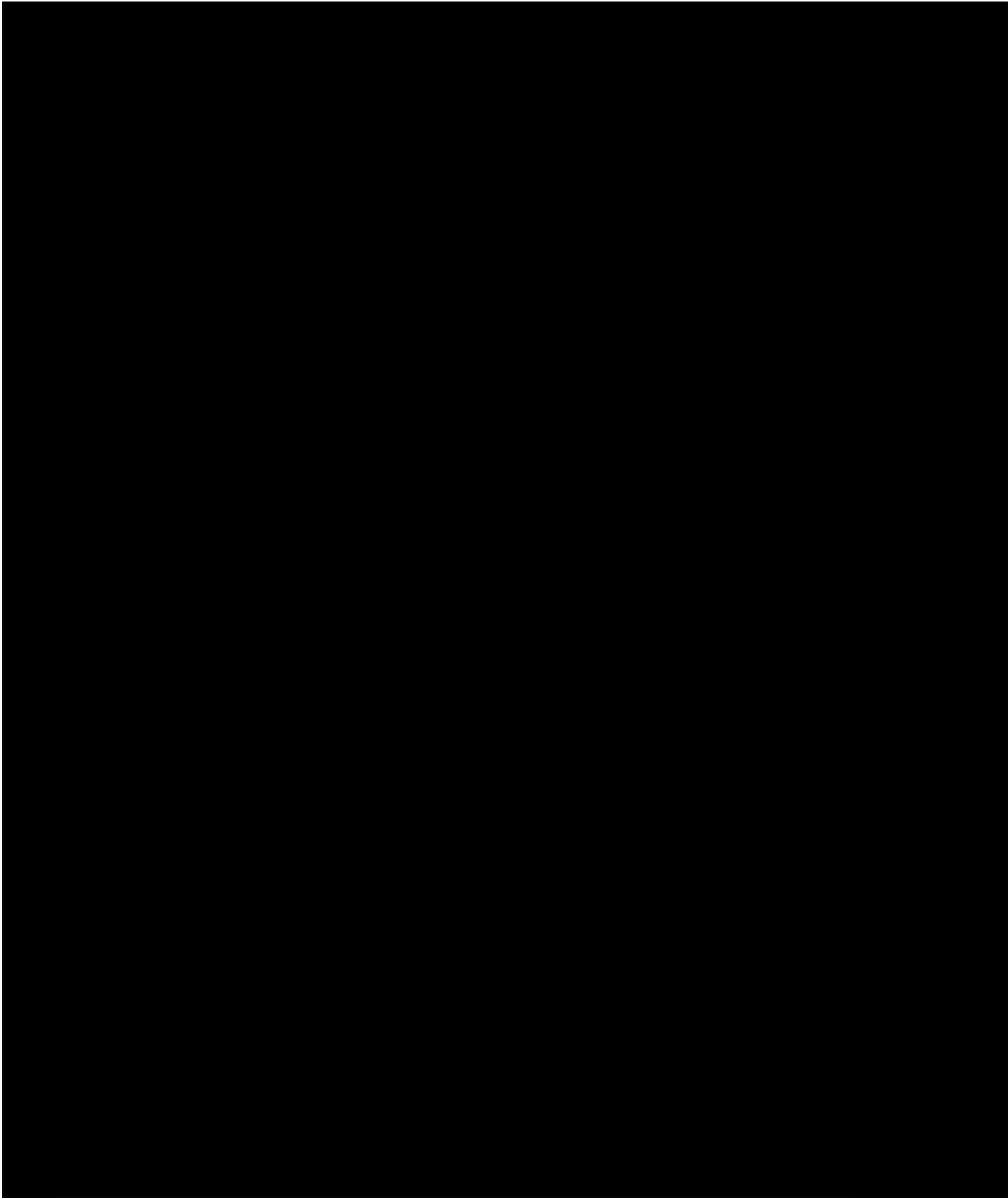
Evidence General Data Protection Regulations

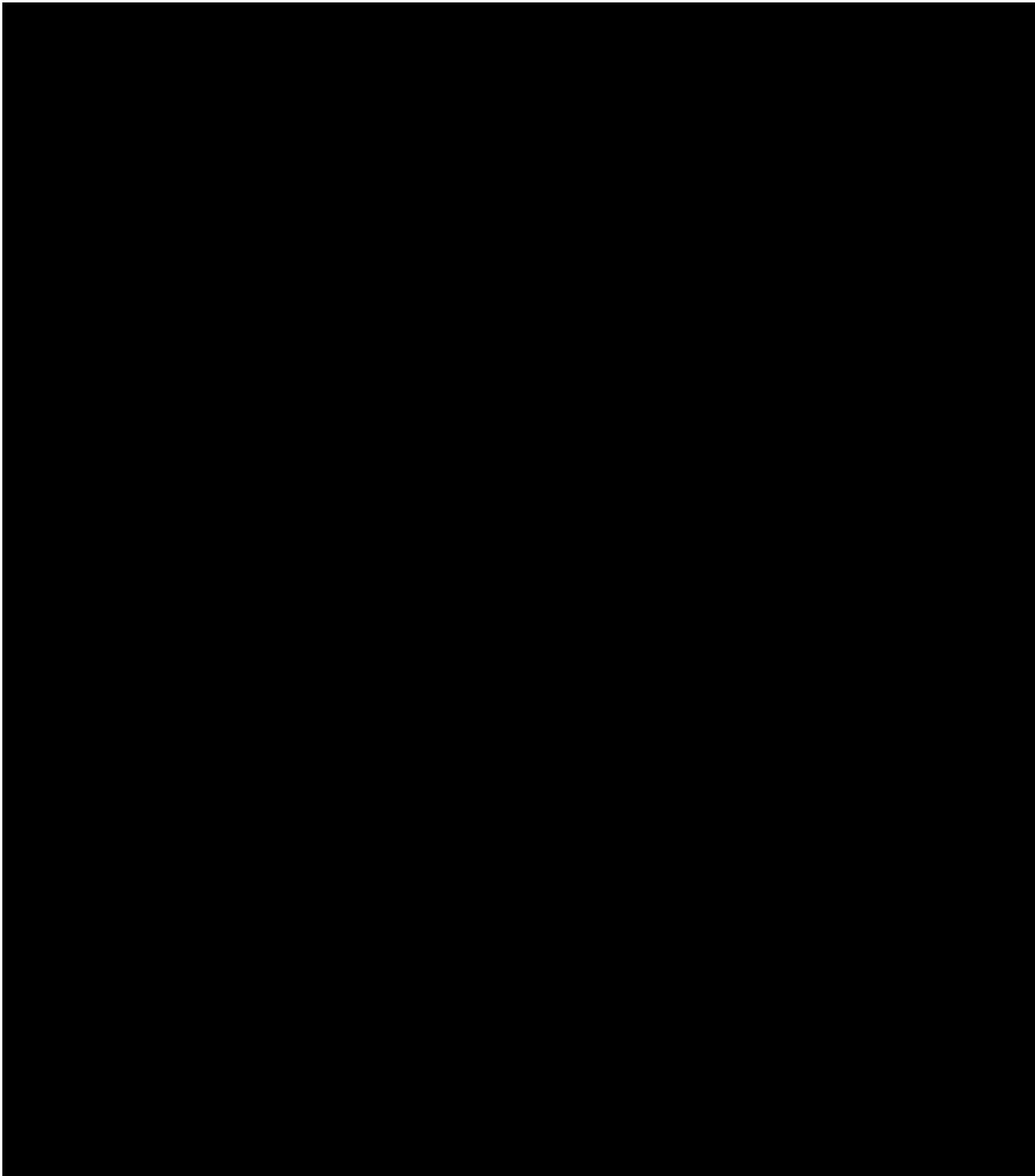
Please find in **Appendix D** our Data protection policy

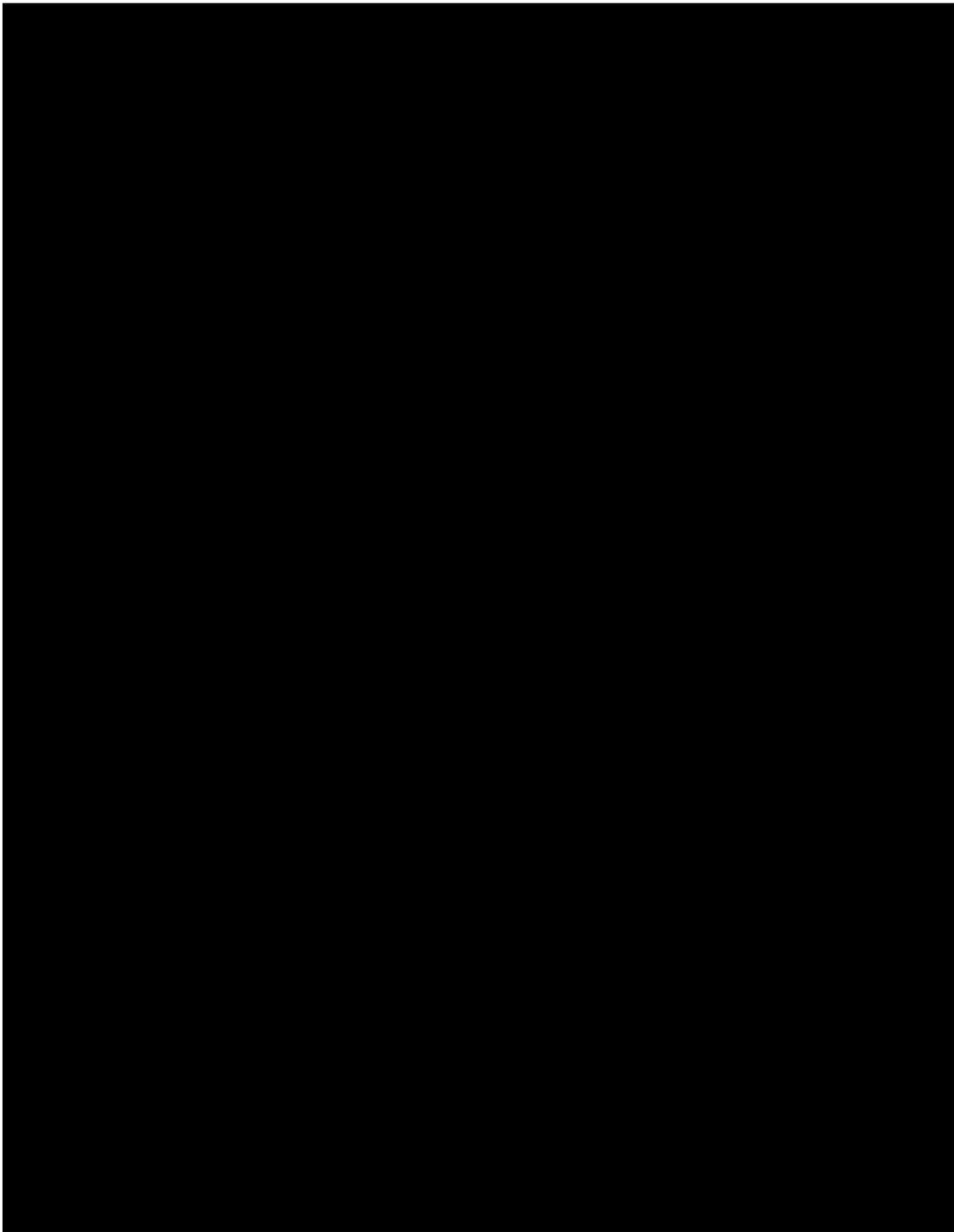
Business Continuity

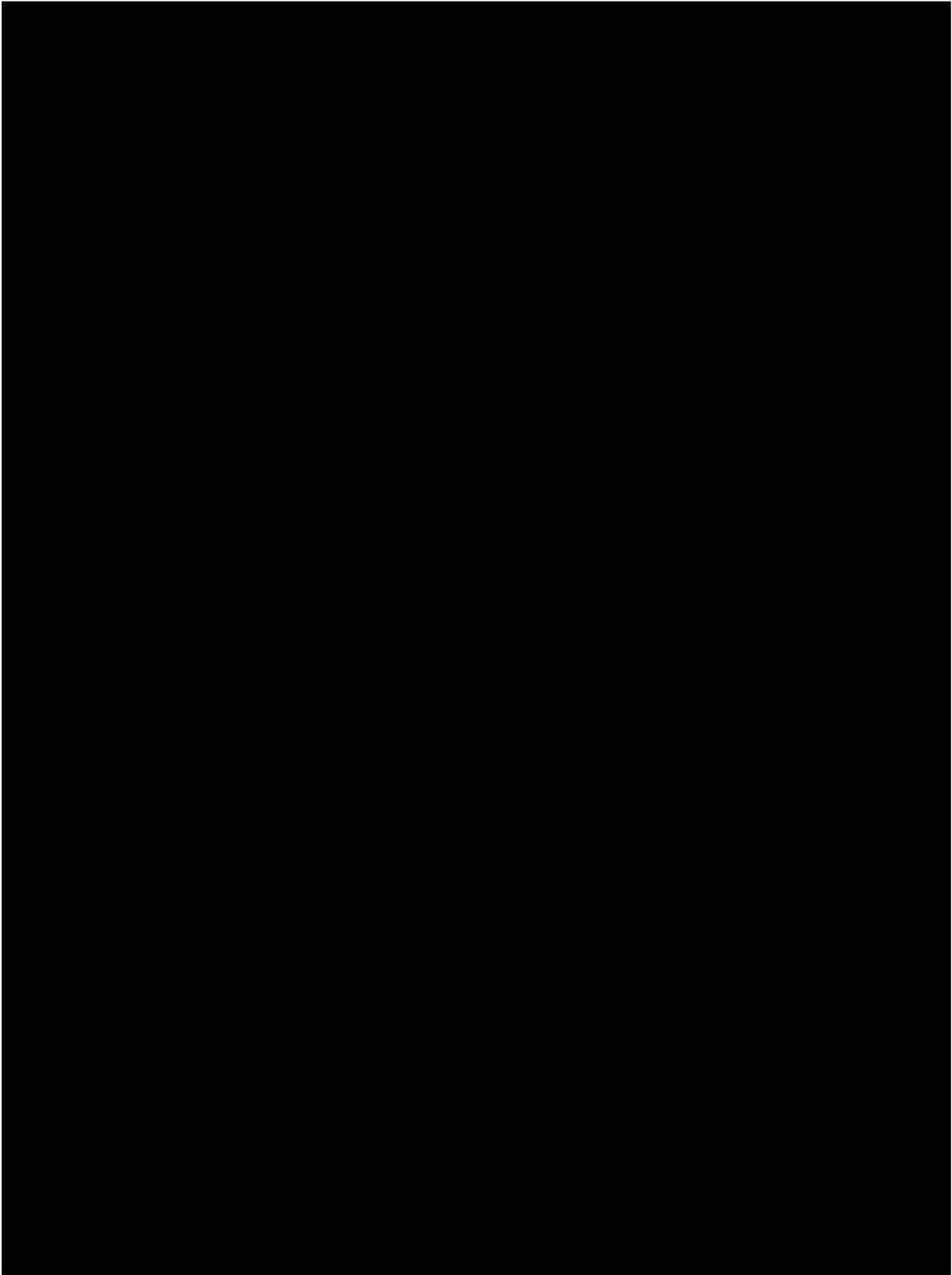
Please find in **Appendix E** our Business Continuity plan

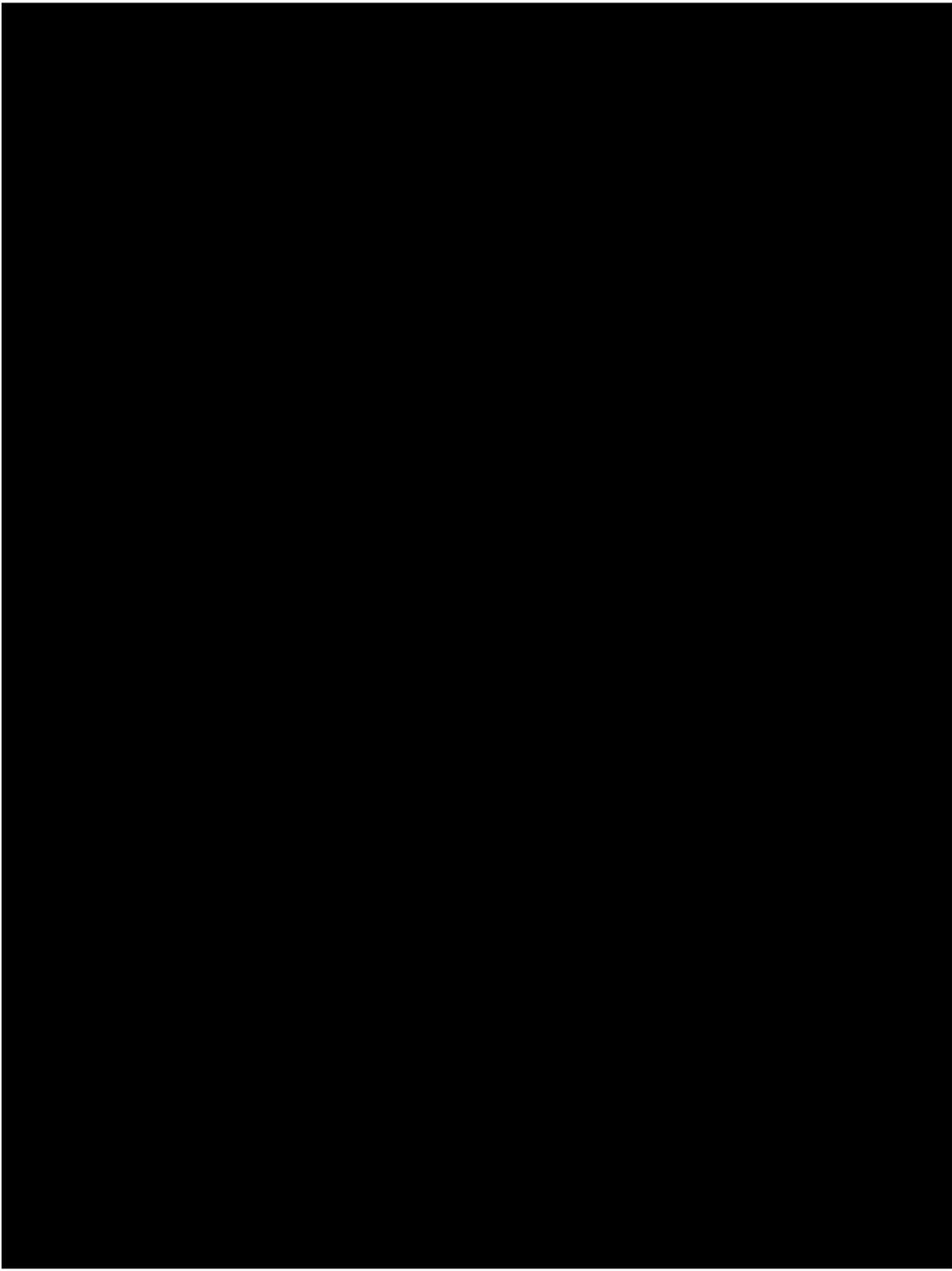


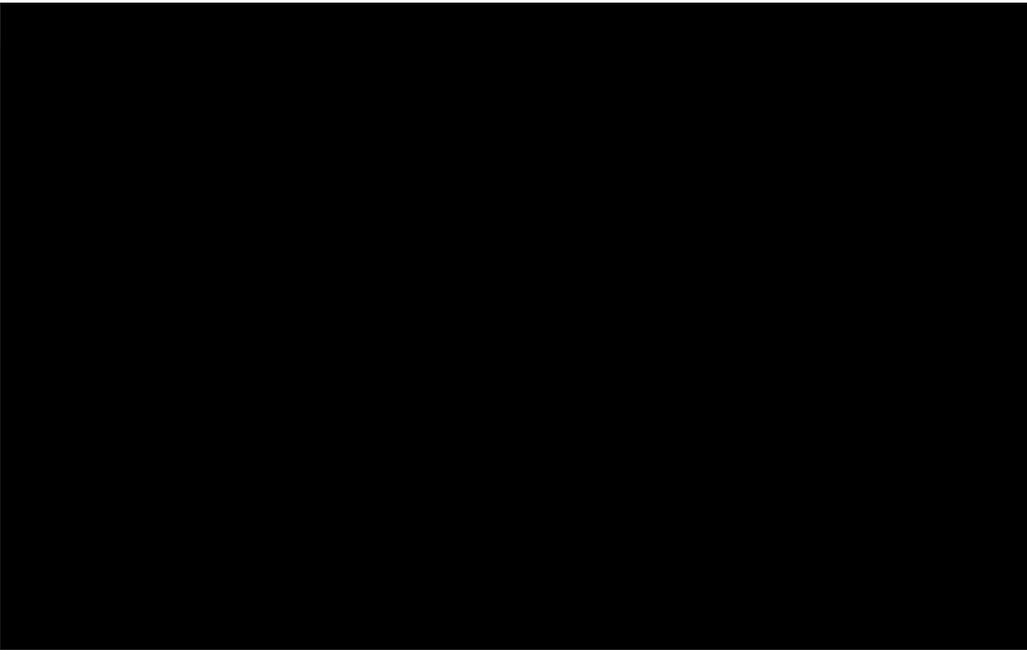




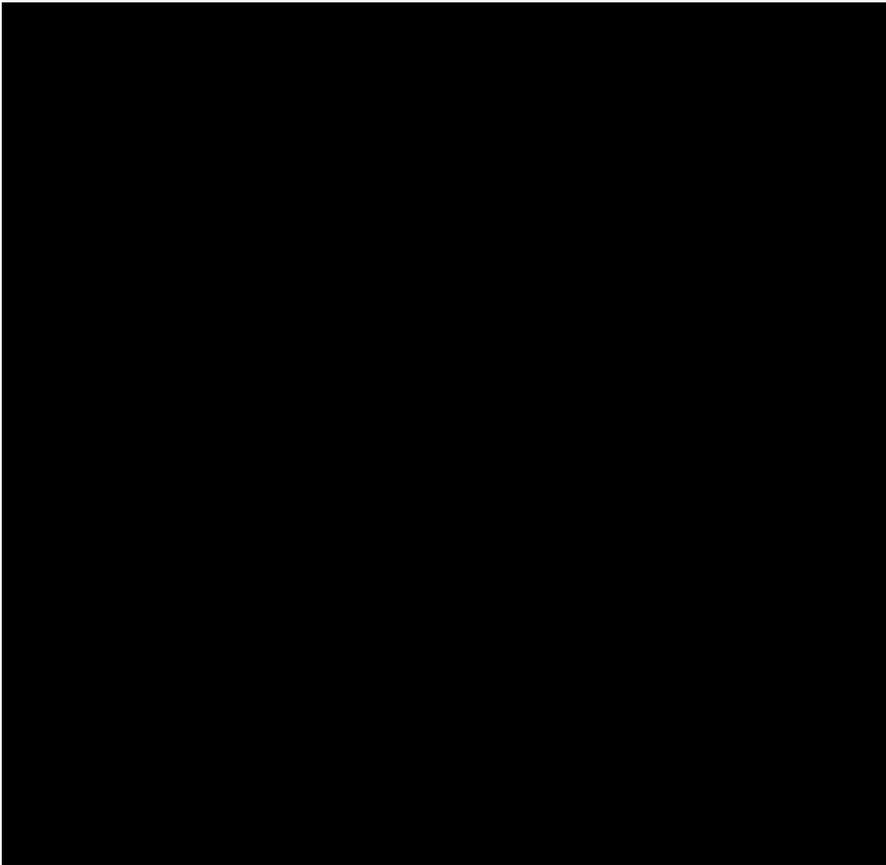


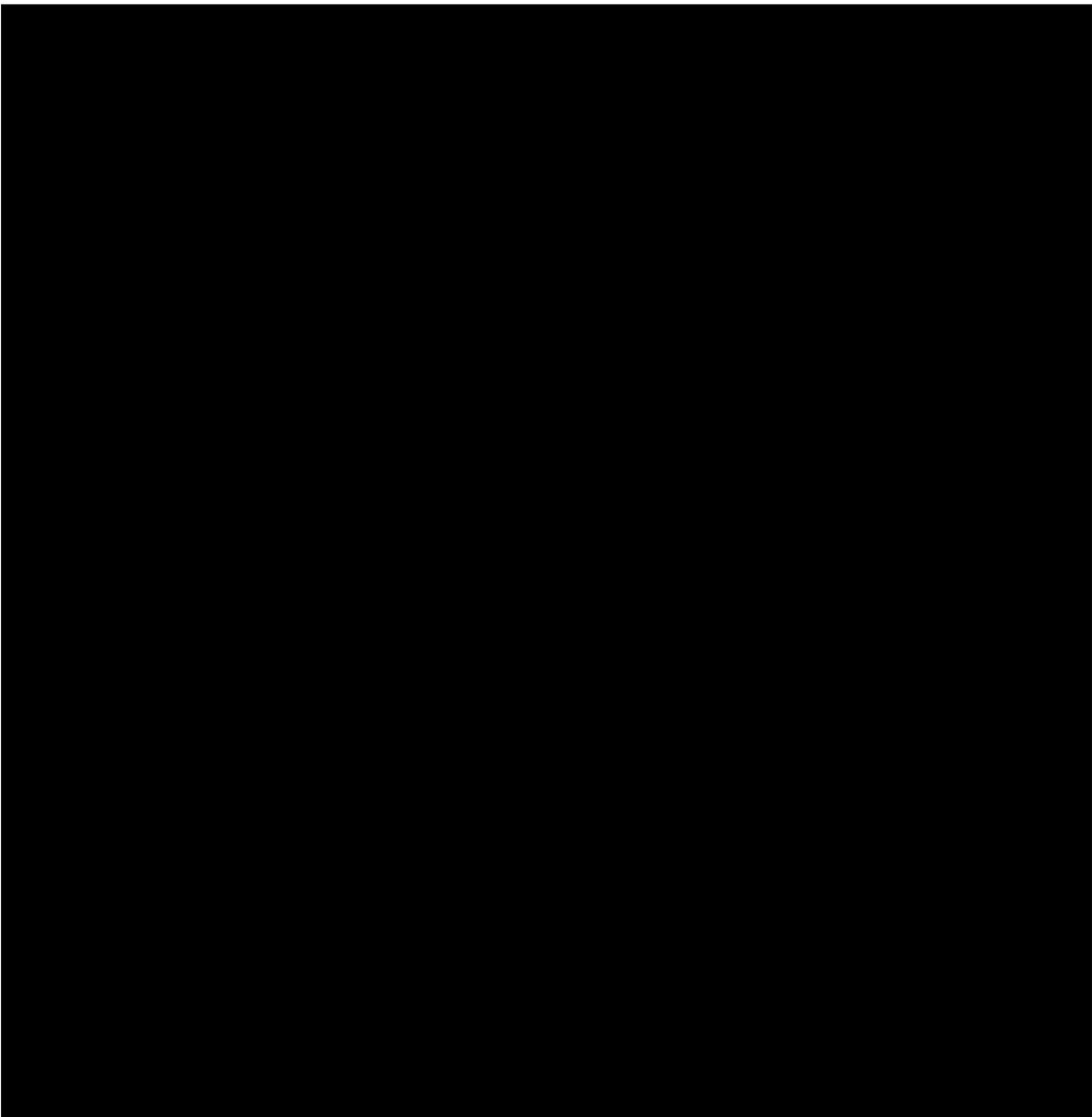


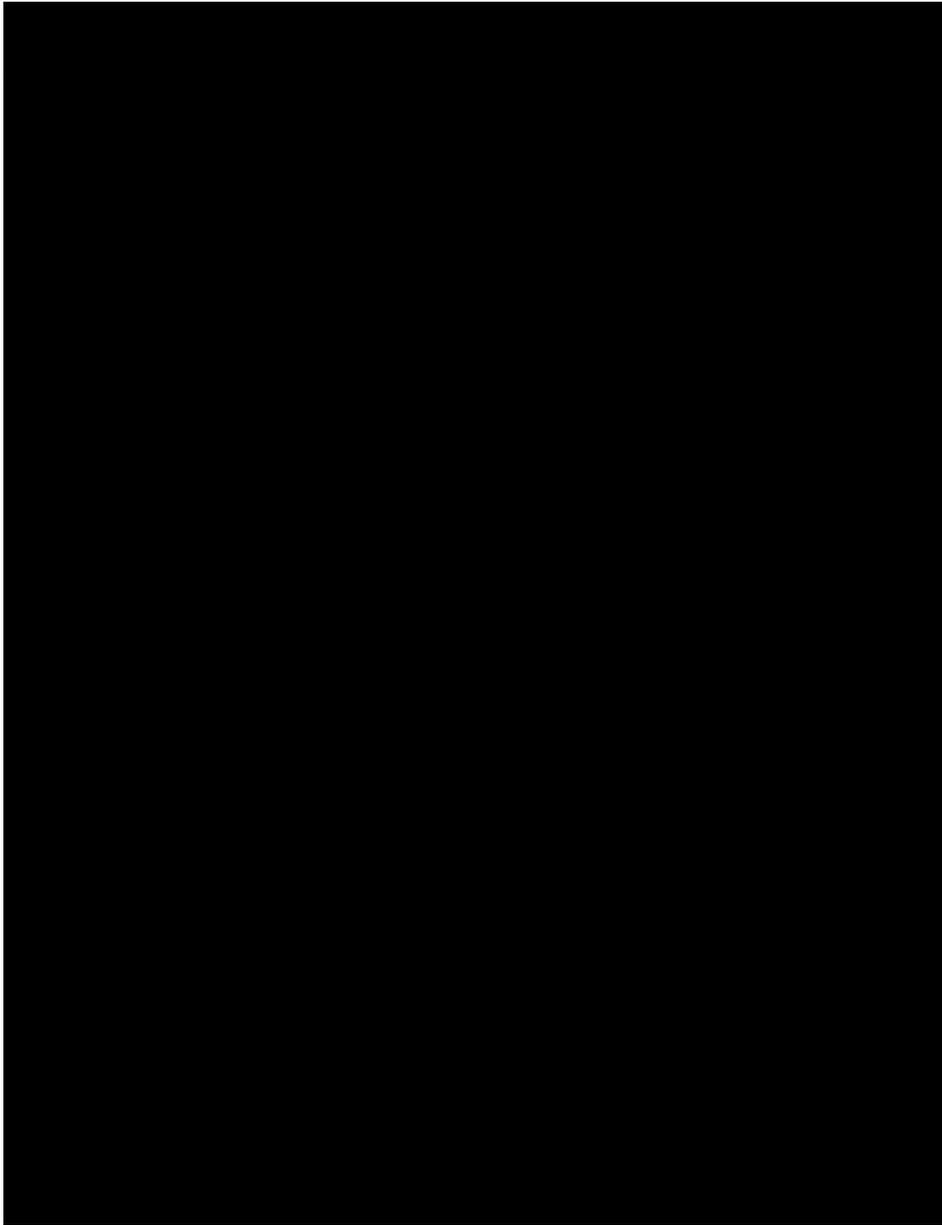


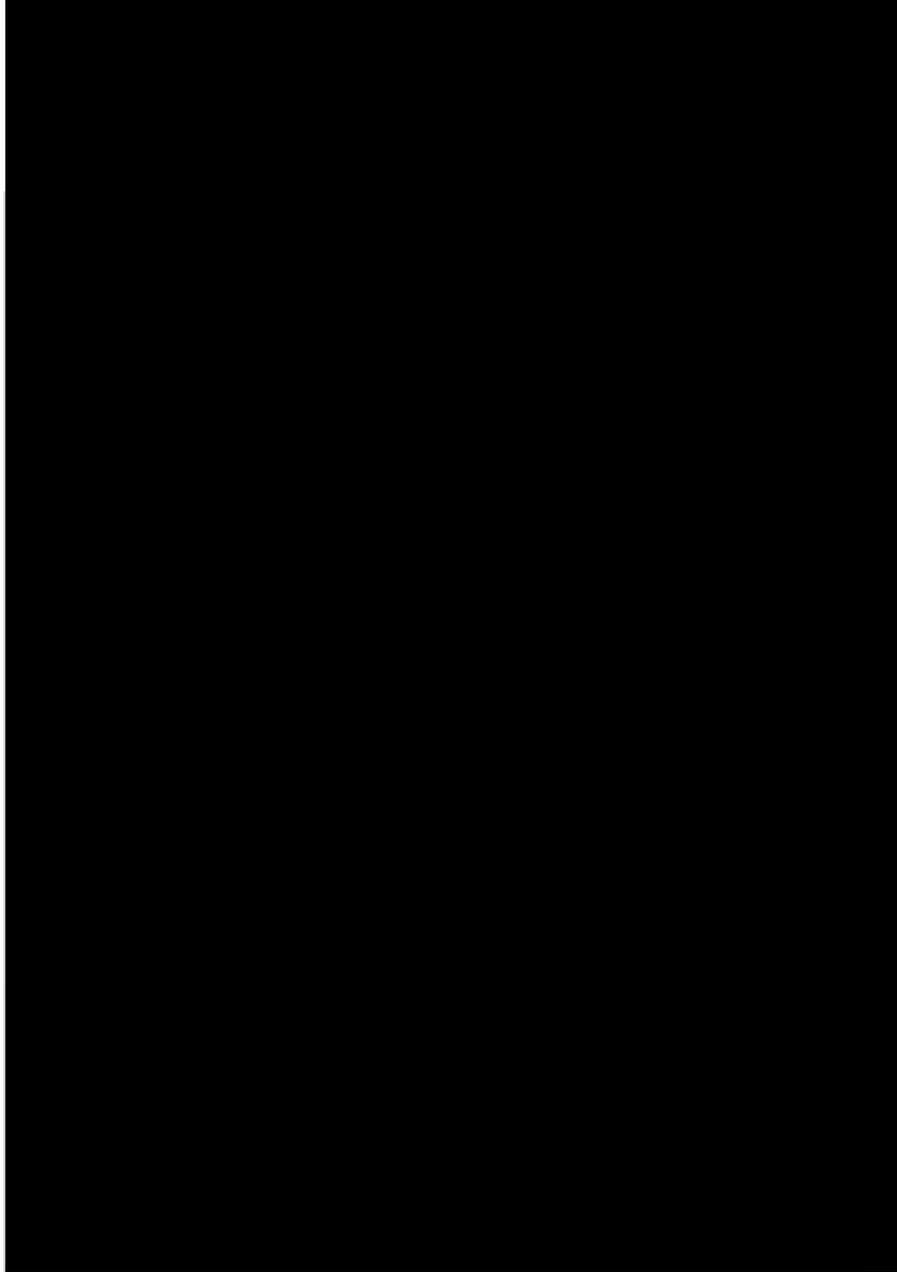


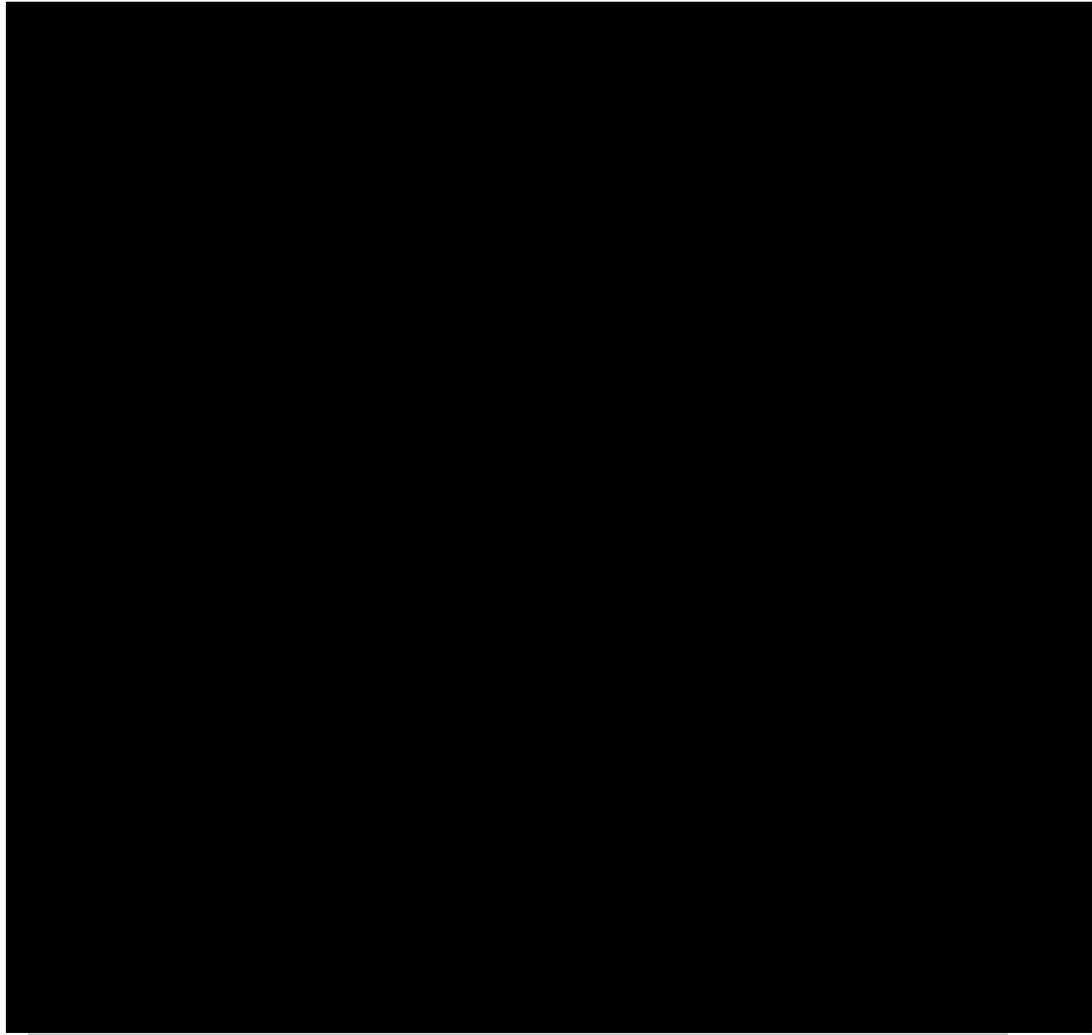
Appendix B – Recommendation Letters

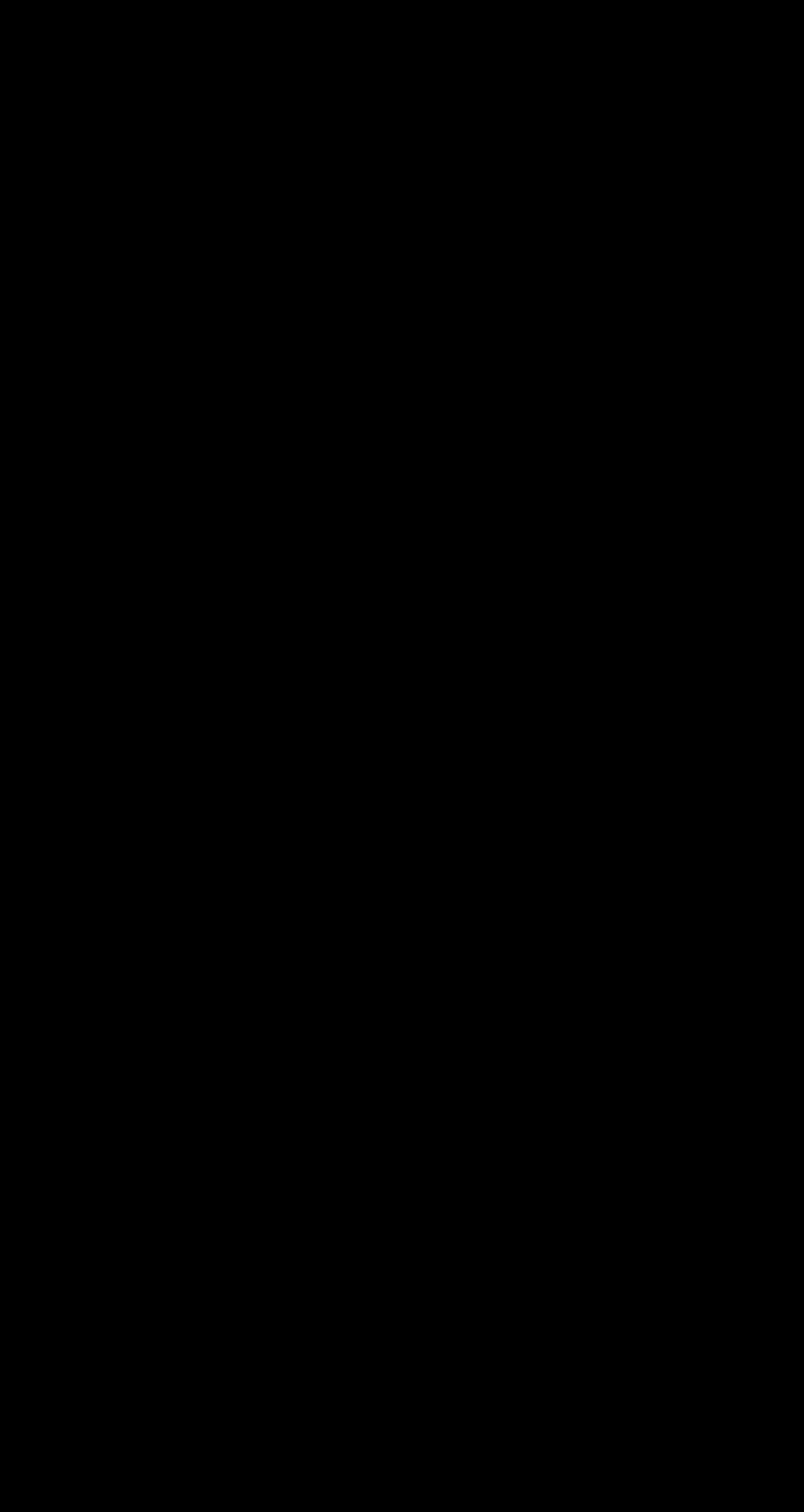


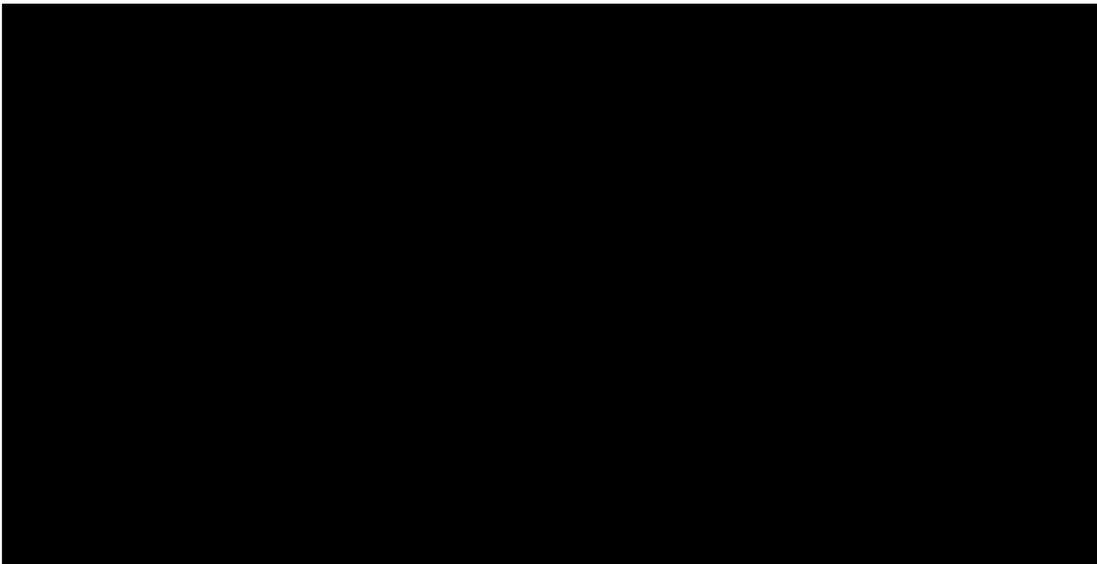
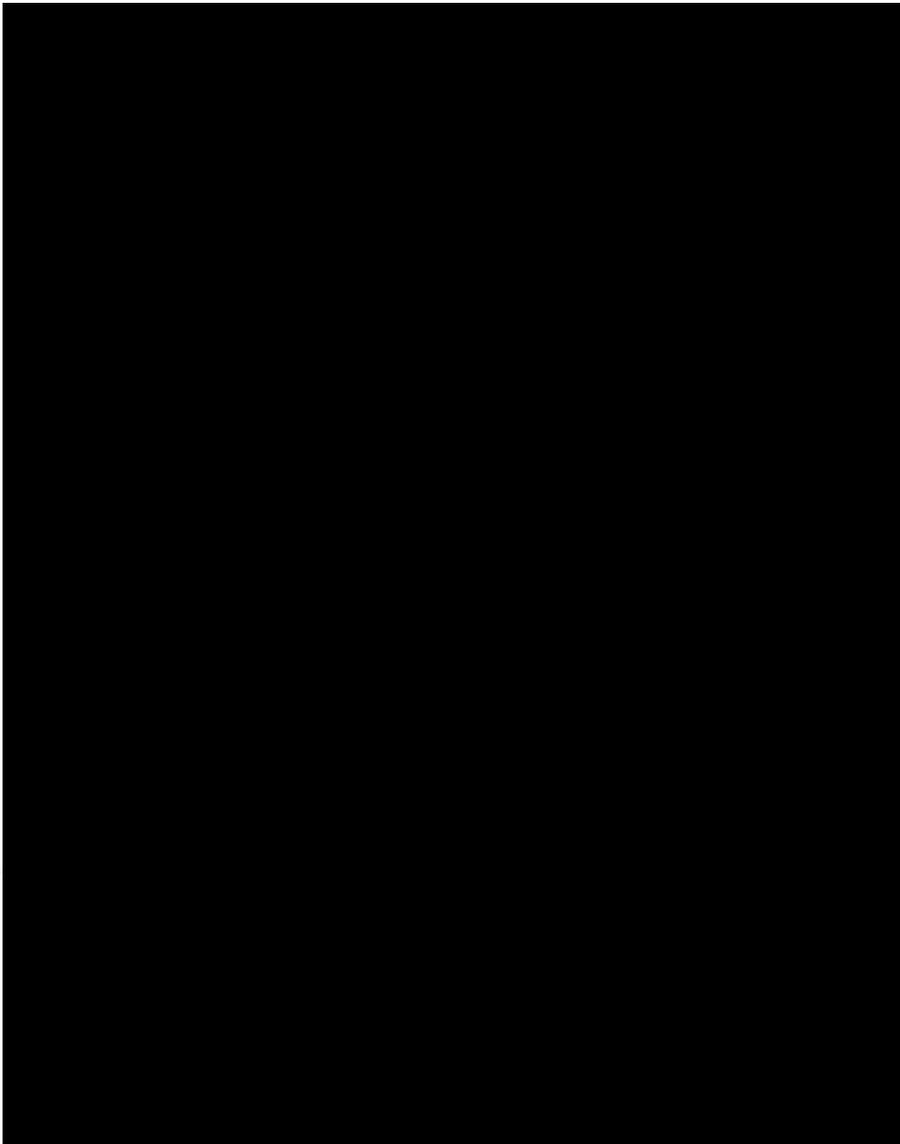


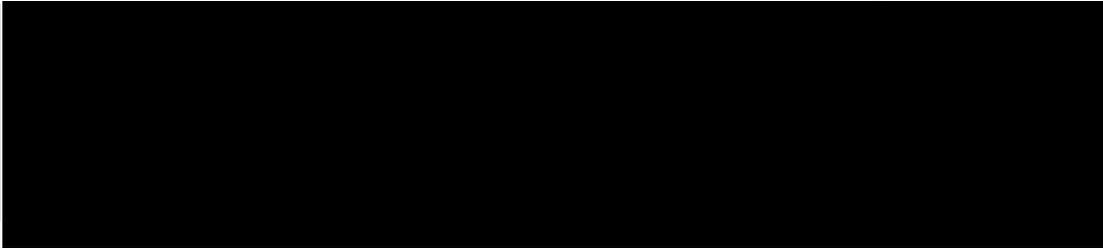


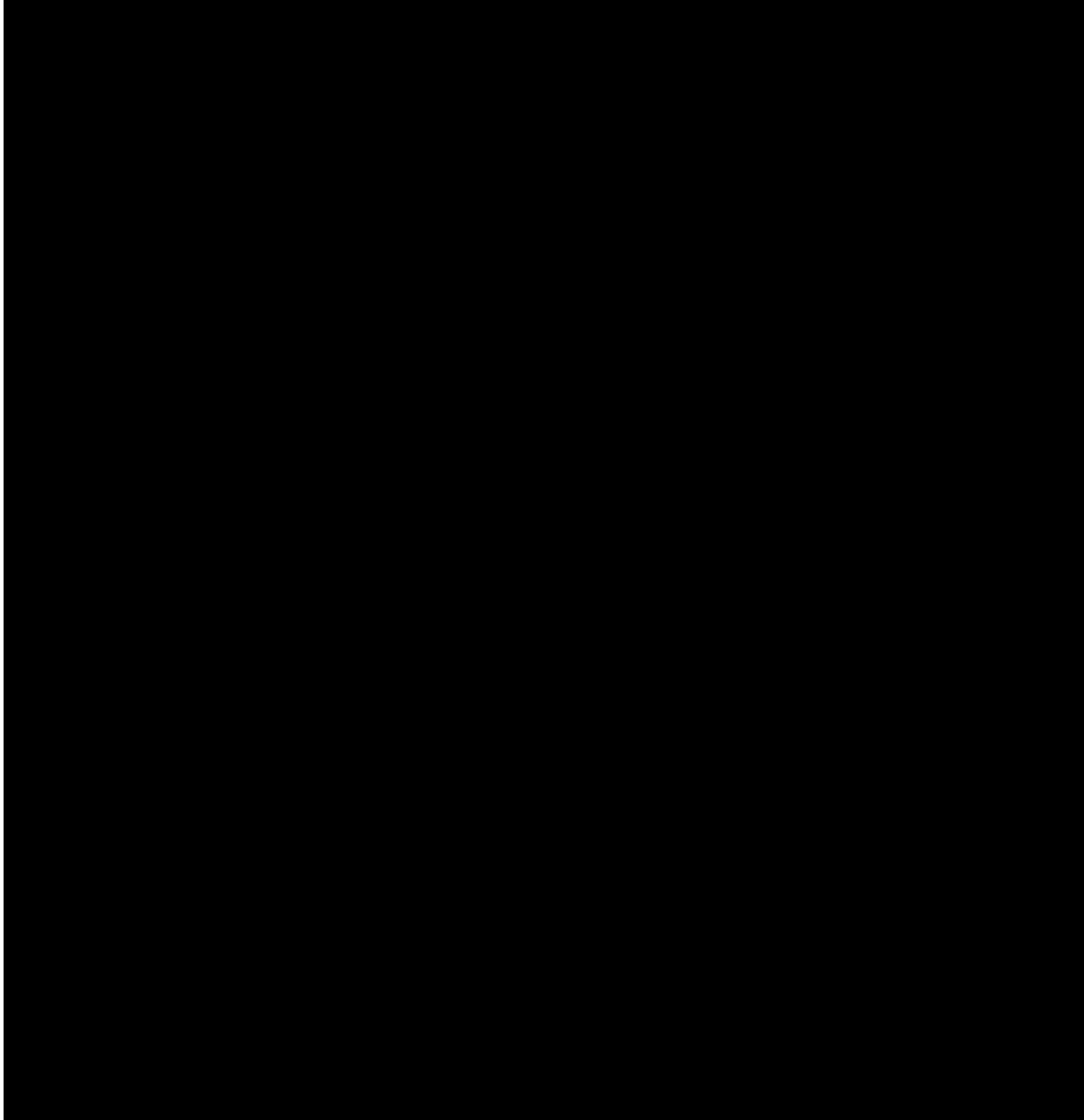


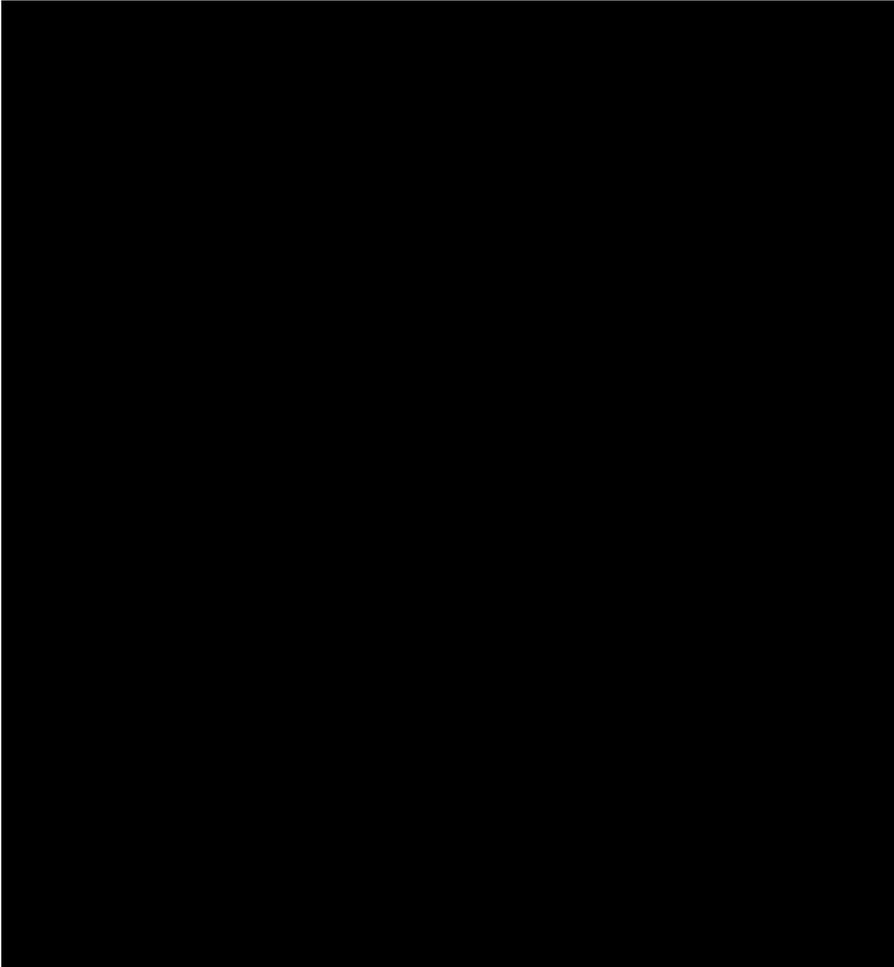


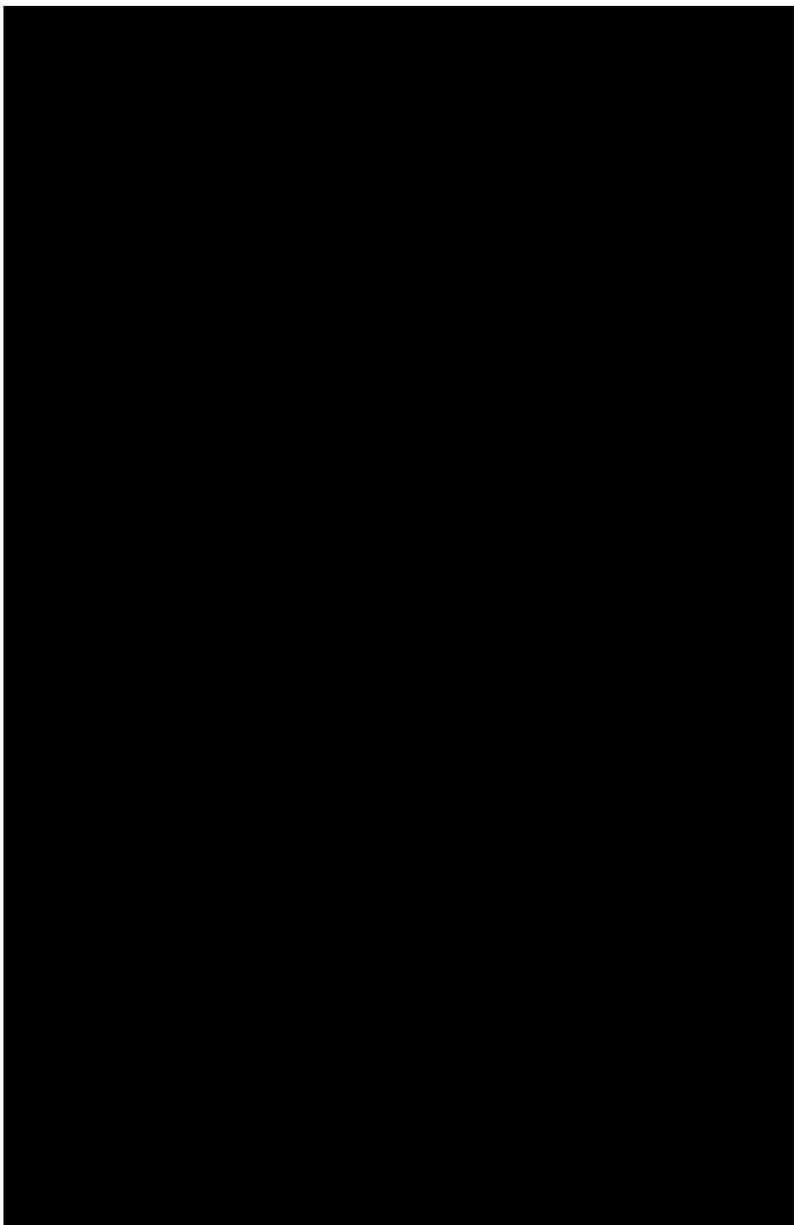












Appendix E.
Business continuity protection policy.pd



Appendix D. Data
and sustainability p



Appendix C. CSR
and Trade Promotio

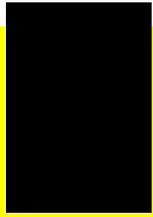


Digital Marketing
Trade Promotio

Please complete yellow cells		WORTH 5%			
Title (or equivalent)	Description			Hourly rate	Day rate
Account Manager	Someone who manages the relationship				
Content Strategist	Planning all the content a brand is going to share. Keep track of current content marketing trends to help plan which content to produce. Along with creating videos, blogs and infographics to post on the brand's website, also find compelling ways to share this content on social media. Understand what types of content their target audience may be interesting in seeing.				
Digital Strategist	Someone who looks at all the digital marketing channels available to a brand, finding ways to launch a successful multi-channel campaign. Often use paid media and social media to build an online presence for brands. Must have a solid idea of consumer trends regarding digital platforms. build an actionable digital marketing plan that can boost the sales of products or services.				
Analytics & Insight Manager	Someone who implements tools and strategies to translate raw data into business insight				
Social Media Specialist	Up-to-date on the latest social media trends and technologies, strategize new social media campaigns and initiatives. Primary duties may involve writing social media posts, producing content, analyzing data, scheduling posts and running paid advertisements. Responsible to use social media to improve a brand's public appearance.				
Digital Marketing Copywriter	Someone who can tailor the content and style of writing, understand target audience. Write for blogs, web pages, social media, ebooks, slogans, and video script				
Content curator	A content curator is someone highly knowledgeable about the latest social media trends. It's their job to find compelling content to share on their company's feed. They often use content curation tools or software to find interesting articles, images and videos to share. It's their job to ensure what the company shares is appropriate and on-brand for the business.				
Social Media Community Manager	Responsible for overseeing growth & maintenance of a brand's social media communities. Work as a moderator, ensuring users are only sharing appropriate comments. Goal is to ensure community members feel like they belong and are valued by the brand. The purpose of this role is to build brand loyalty and connect with customers on a more personal basis.				



Please complete yellow cells		WORTH 15%	
Agency Management Fees for the initial one year period (please provide breakdown if relevant)			
Project Management			
Campaign/ content development and tracking			
Content curation, editing, design, campaign management			
Community management			



Please complete yellow cells	WORTH 15%
Asset Creation and Advertising Costs for the initial one year period please provide a breakdown if relevant)	
Asset creation	
Development of short ports (under 150 words)	
Development of blog post (700-1,000 words)	
Development of press release	
Development of image content (image for blog posts, social media cov	
Development of video content (less than 1 min)	
Development of video content (less than 2-5 min)	
Development of infographic	
Development of podcasts, audio content	
Advertising costs	
Facebook advertising	
LinkedIn Sales navigator	
E-mail marketing	

Please complete yellow cells	WORTH 5%																		
Any other costs/quotation not mentioned in the last 3 tabs, base against supply of the services as mentioned and detailed throughout the specification																			
Please provide description and quote																			
Digital marketing services																			
Advertisement and external asset creation																			
TOTAL																			