



Department
for Environment
Food & Rural Affairs

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All potential suppliers

Our ref: 35783
Date: 29/03/2022

Dear Sirs,

Procurement Opportunity, Market Engagement

The Department for Environment, Food & Rural Affairs (Defra) is conducting market engagement in anticipation of an upcoming procurement opportunity - **Data analysis and consumer insights: assessing barriers and opportunities for the production and consumption of domestic food and organic food.**

Defra anticipates a requirement to appoint one or multiple contractors to deliver this requirement over an estimated period of 9 months. The attached draft specification provides a detailed overview of our requirements.

Subject to final planning, Defra plans to approach the market via open competition. Ahead of our approach to the market we are seeking to undertake a piece of market engagement activity.

Annexed to this letter you will find a market engagement questionnaire enabling your feedback.

Once feedback has been collated, the next stage of the process will be for Defra to publish the full ITT via Contracts Finder.

In the interest of momentum, we are seeking responses no later than Thursday 7 April 2022. Please submit your response via email to nina.brittain@defra.gov.uk and leonie.cormac@defra.gov.uk.

Yours sincerely

Nina Brittain
Category Officer
Defra group Commercial – Environmental Goods and Services

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Annex: Market engagement questionnaire

Question	Response
Is it reasonable to expect a similar approach could be taken to answer the research questions outlined in Lot 1 and Lot 2 respectively? Why?	
<p>Do you feel the data is available to enable an assessment of market share for organically produced food and drink across product categories?</p> <ul style="list-style-type: none"> • Could similar methods be used to do this as might be used for Lot 1? 	
Do you feel there is enough existing evidence to be able to establish the underlying factors which determine market share of organics?	
(If not already mentioned) what do you see as the main barriers to delivering the work that is currently specified in lot 2?	
<p>In your view, are the synergies between the work that would need to be undertaken to address the research questions in Lot 1 and Lot 2 so strong that we should commission the project as one lot rather than two?</p> <ul style="list-style-type: none"> • If the work were commissioned as 2 lots, would you anticipate any unnecessary duplication? 	
<p>Do you feel there is existing data available to enable an assessment of the extent of imported vs domestically produced organic food within the UK? Could this be carried out at a product category level?</p>	
<p>For each lot, the suggested timeline is 9 months in total. Do you feel the specification allows sufficient time to gather and analyse the evidence required to address the research questions across the 3 stages of each project?</p> <ul style="list-style-type: none"> • If not, please tell us why and provide a suggested timeframe for completion. 	