**Title: Examination of Support for Dairy (and Red Meat) exports across the world**

**Ref: 2023-641**

**Aim**

Compare and contrast the export strategies of key exporters of dairy and red meat.

**Background**

The Agriculture and Horticulture Development Board (AHDB) is a statutory levy board, funded by farmers, growers and others in the supply chain and managed as an independent organisation (independent of both commercial industry and of Government).

Our purpose is to inspire our farmers, growers and industry to succeed in a rapidly changing world.

Our vision is for a world-class food and farming industry inspired by and competing with the best.

One important aspect of our work is to assess and inform both levy payers and policy makers of the potential impact of policy changes, by providing high quality and impartial evidence. Within the context of the UK’s decision to exit the European Union, we wish to examine various trade scenarios and evaluate their potential impact on UK agriculture.

1. **Introduction**

###### This analysis of export opportunities for primary agricultural products forms part of AHDB’s export work, which is funded by the industry and supports the Government’s wider policy objectives of securing vibrant, long-term sustainable markets for British agri-foods.

Specifically, it aligns with [the Government’s policy ambition to hit £1 trillion of total UK exports per annum before the 2030s](https://www.gov.uk/government/news/made-in-the-uk-sold-to-the-world-new-strategy-to-boost-exports-to-1-trillion), especially in targeting and supporting SMEs.

The examination of key global exporters’ approach and funding of their export strategy forms part of this work.

This document is a briefing for researchers interested in producing an analysis of key global exporters of dairy and red meat, examining the total spend, methods and mechanisms of support and overall strategy to promote exports. As well as the main global exporters, AHDB are keen to examine exporters of similar size to the UK that have achieved success in global markets.

Submissions for the provision of this project should be based on the information contained within this document and sent to AHDB in the format outlined in section 4.

**2. Research Background Aims**

Compare and contrast the export strategies of key exporters of dairy and an optional extension to compare and contrast the export strategies of key exporters of red meat.

The analysis should:

* Identify the key features of export support activity in 6 successful countries, (US, Australia, New Zealand, Republic of Ireland, France plus Denmark or Spain.

Analysis should include details of:

* How are export promotions funded. Is it industry/Government/individual companies? Size of budget
* What are their main methods of promotion? Exhibition/Events/In-market support/Research and Intro’s etc
* % of funding spent on each type of promotion
* How are export products branded and promoted in target markets?.
* How are relationships between exporters and importers are developed?
* How is budget split between B2B’s and B2C
* Identify levels of spend by government and industry to support exporters
* Who is driving exporting? Is it driven directly by commercial companies or by levy funded third party support
* Staff resources deployed by Government and industry to support exporters
* Review any evaluation evidence on the impact or effectiveness of export support in each country
* Compare approaches with those used by AHDB, making recommendations on how AHDBs export support might be developed
* Speak to UK exporters to ascertain current target and future markets, current AHDB dairy strategy and any thoughts to improve it.
* Identify the ‘unique selling points’ for each country examined when exporting products

The analysis must also be able to quantify:

1. Volume and value of production of Dairy (and Red Meat as an optional addition)
2. Volume and value of exports of Dairy and (and Red Meat as an optional addition) including a global ranking by year
3. Volume and value of each dairy category (and Red Meat as an optional addition)for target markets
4. Value of government support for Dairy and (and Red Meat as an optional addition)exports
5. Value of industry support for Dairy (and Red Meat as an optional addition) exports

For each country examined, over a five-year period.

It would be helpful, but not essential to also have information on the effect on

1. Industry/sector structure

A summary and aims of the research projects are detailed below. AHDB have previously conducted research into global trade prospects which includes competitor information. These documents can be accessed via the [AHDB website](https://ahdb.org.uk/export-opps) and may be used to help create the research brief.

**The role of exports of Dairy (and Red Meat as an optional addition) for the UK agricultural industry**

Post EU Exit, the UK Government has stated its ambition to become a ‘free and open trading nation’. With new free trade agreements being negotiated and concluded at a brisk pace, the importance of maximising the opportunities of UK producers has come under scrutiny.

The importance of exports to primary producers cannot be underestimated in helping balance supply and demand and maximising value for particular cuts of meat. This helps drive the carcase value higher by maximising returns on every part of the animal, as well as providing an opportunity for specialist dairy and other products. The expansion of the middle classes in emerging markets across the globe is strengthening the demand for protein and imported foods. And globally the British brand is well-regarded, being associated with quality and high safety standards. So how can UK producers and exporters capitalise on these favourable circumstances?

How the UK can best capitalise on these emerging opportunities is the key question. First, opportunities need to be identified. This AHDB analysis aims to pinpoint where these opportunities exist. We must also examine how our major competitors target, manage and develop their key markets.

The UK has lessons to learn from New Zealand, Australia, and the USA, as well as from the Danes and Irish, regarding:

* how domestic produce can be branded and promoted
* how trading relationships are developed
* how to support potential domestic exporters as they explore these new opportunities

Plans to increase the number of ‘agri-food attachés’ in key export markets, who will act as ‘on the ground’ representatives, and establish a [**Food and Drinks Export Council**](https://www.gov.uk/government/groups/food-and-drink-export-council) are steps in the right direction.

In this analysis we want to examine what more the UK Government can do to help develop these markets and how AHDB can best support both the Government and industry as, post-Brexit, we move towards a less protected and more open trading environment for UK agriculture by examining what other nations do to support their exporters

The aims of the research are: -

* To identify critical success factors of top exporters of Dairy (and Red Meat as an optional addition)
* To compare and contrast successful strategies with UK strategy and identify key learning points

**3 Service Requirement**

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| **Research Objectives** | AHDB are seeking a two-month contract with the successful applicant. AHDB intend to examine approximately six key exporting nations. AHDB would aim to work closely with the successful applicant to support with data provision and contribute export team expertise in particular markets.**Key objectives** * Identify the key features of export support activity in 6 successful countries, including:
* How are export promotions funded. Is it industry/Government/individual companies? Size of budget
* What are their main methods of promotion? Exhibition/Events/In-market support/Research and Intro’s etc
* % of funding spent on each type of promotion
* How are export products branded and promoted in target markets?.
* How are relationships between exporters and importers are developed?
* How is budget split between B2B’s and B2C
* Identify levels of spend by government and industry to support exporters
* Review any evaluation evidence on the impact or effectiveness of export support in each country
* Compare approaches with those used by AHDB, making recommendations on how AHDBs export support might be developed
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| **Requirements** | The proposal must clearly demonstrate that the research objectives listed above will be met. As stated above, AHDB are seeking a close working relationship with the successful applicants.AHDB can organise working groups to offer sector specific expertise and input as well as thoroughly sense checking the outputs.The methodologies used to achieve the research objectives must clearly be identified **in the** **proposal** with **clear demonstration** of how the approach achieves the objectives.A full and comprehensive cost breakdown must be provided.Any other costs i.e. Travel/ expenses/ subsistence that will be incurred by the projects must be included in the proposal and detailed in the breakdown. The proposal must also include the following details for each of the projects :* Name and full contact details of the project manager that would be leading each project.
* Examples of similar projects undertaken or published work
* A description of the type of model to be used for this econometric modelling, and why that model constitutes the best approach
* A suggested approach to team working/joint working with AHDB staff
* CV of project managers assigned to each of the projects - .
* Key targets and dates of achievement (timetable).
* A breakdown of costs for all stages of the project excluding VAT
* A breakdown of the number of days and day rates for each stage of the project

Please note - A costing table with a final lump cost must be provided for the research project so they can be judged independently. Agencies must clearly mark their recommended route to achieve objectives and final lump cost in delivering this. Variations in sample options with linked costs can be provided but it is the cost of agencies recommended route that proposals will be evaluated in section 4.**Timing Requirements:**See section 5 |
| **Additional Information** | * Research bodies are invited to present their views on best methodologies in order to achieve the objectives of the research.

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| **Budget** | * A budget in the region of £20,000 ex VAT for Dairy and £15,000 ex VAT for the Red Meat optional addition is available for this project
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| **Deliverables** | Short term deliverables:* A final technical document outlining basic production and trade statistics and key findings of each country analysis
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**4 Structure of submissions and evaluation methodology**

Evaluation of the tender will be undertaken in accordance with the following criteria and weightings:

**80% of the evaluation weighting will be based on the quality of the proposal.** This will entail:

* Demonstrate a clear understanding of the brief and research objectives in the proposal. (5%)
* Outline a clear approach and highlight any proposed techniques to be used in the methodology and/or analysis used – clearly showing how they are relevant and link to achieving the research objectives. Demonstrating how a process for quality control will be followed (30%)
* Provision of detailed project plan including a timeline with identification of any risks/key dates. Where possible identifying ability to delivery project ahead of minimum time (5%)
* Relevant experience of allocated project manager (40%) Please provide a CV for the project manager and other staff working on the project. If, during the course of the three year contract, the project staff change, AHDB will seek assurances that any replacements in the team are at the same level and experience as those initially appointed.
* Meeting the agreed timelines for each project stage – mandatory

***Please note: a minimum score of 40 out of 60 is required in this section to be appointed by AHDB on this project.***

**20% of the evaluation weighting will be based on the cost of the proposal.**

* To enable comparability of proposals, provide a full lump sum cost for each stage of the project with a breakdown of costs. Please provide detail of the number of days each member of staff will spend on the project with an associated day rate.

**Proposals should be submitted via email to** **Sarah.baker@ahdb.org.uk** **by noon on the 24th July 2023.**

Please use reference **2023-641 Examination of Support for Dairy (and Red Meat) exports across the world** in the subject header when sending back your response.

AHDB will review proposals following the closing date, and may consult with interested parties as part of the selection process. AHDB reserve the right to seek clarification of proposals and to decline any should the requirements not be met. AHDB reserves the right to shortlist to support due diligence for final award of contract.

5 Timetable

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| Brief circulated via Contracts Finder | 07/07/23 |
| Deadline for receipt of responses (12.00 noon) | 24/07/23 |
| Evaluation stage (internal) | 25 – 27/07/23 |
| Communication of intention to award | 28/07/23 |
| Contract commencement | 31/07/23 |
| Initial briefing meeting on Teams | w/c 31/07/23 |

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Please note that these timescales are approximate and may change.