Department for Environment Food & Rural Affairs

# Data analysis and consumer insights: assessing barriers and opportunities for the production and consumption of domestic food and organic food

## Procurement Reference Number 35783

**The following specification describes the activities to be undertaken and invites tendering organisations or consortia to provide services for one or two Lots.**

**Lot 1 – Domestic food production and purchasing**

**Lot 2 – Organic production**

# Lot 1 – Domestic food production and purchasing

## Introduction

Defra's vision is to make our air purer, our water cleaner, our land greener and our food more sustainable. As part of this vision Defra aims to increase the sustainability, productivity and resilience of the agriculture, fishing, food and drink sectors, enhance biosecurity at the border and raise animal welfare standards[1].

To deliver these aims, Defra requires a clear understanding of what is important to UK consumers when purchasing UK food and drink and to what extent structural factors, acting across the agri-food supply chain, determine consumer purchasing behaviours[2].

It is expected that this project will be split into three phases:

1. An assessment of the market shares for domestically produced food and drink according to different product categories
2. An evidence synthesis to outline the underlying factors which determine these market shares and the barriers and opportunities to increasing these shares. This could include an element of primary research.
3. A consumer research project to determine the extent to which attitudes to domestic produce are a factor in revealed purchasing behaviours

This project will review UK food production, retail and trade data, market intelligence, relevant literature and consumer purchasing data to investigate the extent to which consumers are purchasing domestic produce according to different product categories

Where there are categories of food and drink which tend not to be supplied domestically, the research will explore and explain the underlying reasons, both market-driven and consumer-driven. The evidence from this project will build Defra's understanding of the domestic food market and consumer purchasing behaviours.

[1] Defra 2021 Outcome Delivery Plan
[2] Either primary or processed food of UK origin

## Background

In this Government's 2019 manifesto there was a commitment to have 'people, both at home and abroad, to be lining up to buy British'[3]. Therefore, Defra seeks to increase the purchase of UK food and drink products among consumers and support food and drink SMEs to respond to consumer demand to buy British. This is part of an overarching strategy aimed at supporting SME growth. Understanding which product categories have potential capacity for import displacement will enable any future policy or interventions to be targeted.

Self-reported data shows that the majority of consumers believe it is important to support British farmers[4]. Analysis[5] suggests that there is a variable rate of consumers purchasing domestic produce across different product categories.

However, stated views do not necessarily translate into purchasing behaviours[9]. This is evidence of a gap between consumer values and action – the 'value-action gap'. Evidence suggests that this gap between consumer attitude and action can vary between product categories[6]. There is also evidence which identifies numerous upstream structural and market-led factors which will configure the choice and range available to consumers and subsequent purchasing behaviours.

The research will aim to develop an understanding of the extent to which consumers are purchasing food produced in the UK for home consumption[7] and which factors (structural and individual) influence variable purchasing between product categories. It will also identify barrier and opportunities to growth.

## Overview of Requirement

It is expected that this project will be split into three phases:

1. An assessment of the market shares for domestically produced food according to different product categories
2. An evidence synthesis to outline the underlying factors which determine these market shares and barriers/opportunities to increasing these shares. This could include an element of primary research.

[3] Conservative 2019 Manifesto: https://www.conservatives.com/our-plan
[4] Food and You 2, Wave 1 (2021). FSA
[5] Analysis undertaken in-house and can be shared with the successful contractor
[6] How and Why Does the Attitude-Behavior Gap Differ Between Product Categories of Sustainable Food? Analysis of Organic Food Purchases Based on Household Panel Data (nih.gov)
[7] Rather than for hospitality or product manufacture.

3. A primary consumer research project to determine the extent to which attitudes to domestic production / provenance are factor in revealed purchasing behaviours

The Tenderer will first develop sets of baseline market shares for domestic produce by product category covering the last five years where possible (value and volume). Supplementary information on product category import value and UK production value should also be included.

This project will undertake analysis of available data and intelligence to establish these sets of baselines and will identify the variable market shares for foods produced in the UK. Within this, the project should explore the extent to which UK or non-UK produce is used in multi-ingredient and composite products (e.g. ready meals, pies, pizzas, packaged sandwiches) which are on the UK market.

Where it is found that UK produce has a variable share of the market within a category, the project will explore the underlying reasons such as:

1. Macro-structural reasons such as seasonality of production cycles, competitiveness of UK produce vs imports, carcass balance, and industry processing capacity
2. Micro-structural reasons such as choice configuration by retailers and labelling
3. Individual factors of consumer preference (e.g. taste, price)

This research will identify which structural factors configure variable market shares of domestically produced foods across a selection of specific product categories. The research will identify potential categories for growth and/or import displacement.

Where structural factors cannot comprehensively explain the variable market shares, Defra seeks to understand the extent to which individual (consumer) factors explain variable purchasing, and the extent of the influence these factors have on purchasing decisions.

This evidence will inform Defra's development of future policy on aspects of food and drink labelling and targeted support to the food and drink sector.

In summary this research will;

- Seek to establish the baseline market shares of UK food and drink by product category
- Through an evidence synthesis exercise, seek to establish and explain the structural factors which configure the market shares of UK produce. This could include an element of primary research.
- Identify product categories which may have potential for growth and/or import displacement by examining the relative opportunities and barriers
- Through primary consumer research, seek to understand and identify consumer attitudes to specific UK product categories and the gap between attitudes and actual purchasing by product category
- Establish what other factors may be driving consumer preferences in purchasing decisions which may explain variable rates of purchasing for UK food and drink
- Based on the above evidence, this research will provide a summary of the 'barriers' to consumers purchasing more domestic produce by product category
- The research will also provide a summary of the 'drivers' of consumer purchasing of domestic food and drink by product category

## Objectives

This aim of this project is to develop an understanding of the extent to which consumers are purchasing food produced in the UK for home consumption[8] and which factors (structural and individual) influence variable purchasing between product categories. It will also identify barrier and opportunities to growth.

Specific research objectives are;

1. a. To establish baselines for the market shares of domestic food and drink across product categories
   b. To assess which product categories may have potential for growth and/or import displacement
2. To identify which (macro and micro) structural factors configure market shares within product categories
3. To identify the relative trade-offs and decision making at the point of purchase for consumers purchasing within product categories of UK food and drink (consumer-led factors)
4. To summarise the barriers and opportunities to growth for UK producers across a selected group of product categories

The evidence from this project will build Defra's understanding of how consumer choice may be configured by a range of factors. It will also present evidence on the extent to which the value consumers place on UK provenance (or proxies) is a determinant in purchasing decisions. This will help policy makers to:

- Identify opportunities to stimulate consumer demand for specific product categories of UK food and drink
- Access a wider evidence base to contextualise and inform the work and policies surrounding domestic produce and production
- Have increased understanding of the relative trade-offs and decision making at the point of purchase for consumers.

[8] Rather than for hospitality or product manufacture.

## Research Questions

Our overarching research question is:

**What are the structural and consumer-led factors that determine consumption of food and drink produced in the UK?**

The number of the research questions listed below correspond to the number of the stages set out in ‘Approach and Methodology’. These questions are **proposed** research questions, alternative research questions which answer the objectives above are welcomed.

| | **Research question** |
|---|---|
| 1 | What is the extent of the market share of UK produced food and drink within each food and drink product category? |
| a) | What proportion of food and drink in the UK is produced in the UK? |
| b) | What proportion of food and drink available in retail channels is UK produce by product category? |
| c) | What proportion of food and drink purchased in retail channels is UK produce by product categories? |
| d) | What proportion of UK produce is included in multi-ingredient and composite products purchased in the UK by product category? |
| 2 | Across a selection of product categories (established in RQ1), how and to what extent do different factors configure variable market shares?<br><br>Factors may include: processing capacity, seasonality of production cycles, the economics of current trading arrangements |
| 3 | Across the product categories, what are the relative trade-offs and decision making at the point of purchase for UK consumers when UK products are available? |
| a) | To what extent does the value-action gap differ between product categories of UK produce? |

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| b) | To what extent do consumer attitudes to provenance/country of origin determine revealed purchasing decisions by product category and how does these attitudes interplay with other preferences such as price, quality, and convenience |
| c) | To what extent are consumers aware of whether food and drink product purchased is of UK or of non-UK origin in these product categories? |

## Approach and Methodology

It is anticipated that the project will be worked through on an iterative stage-by-stage basis whereby the findings from each stage informs the subsequent stage of research. These stages are:

Stage 1:
Analysis of historic and current production data, market intelligence, trade statistics, and consumer purchasing data to establish market shares for UK produce by product categories. Where possible this should include the following;

- Quantitative estimates (value and volume) for UK production share of the market split by overall market/total supply and retail market. This should be baselined over a number of years.
- Import value by product category
- UK production value by product category

A selection of product categories of interest will be taken forward to Stages 2 and 3 of the research.

Stage 2:
Investigation of the structural factors that determine variable market shares for the product categories selected. Produced through an evidence synthesis exercise and/or primary research.

Stage 3:
Where stage 2 does not fully explain the variable market shares in selected product categories, the successful Tenderer will examine consumer preferences and revealed

purchasing behaviours through primary research. This stage of the research would aim to explore the value-action-gap in more detail.

*There will be a project break point before stage 3 to review the evidence gathered. If the identified evidence is not deemed suitable and no further work is deemed necessary, the contract may end at this point*.

## Programme of Work / Deliverables / Timetable

Specific deliverables will be required from the successful Tenderer during the course of this project.

The Authority envisages that the tasks will be delivered as separate activities, but with the potential for elements of the different tasks to be undertaken in parallel.

Below are the key deliverables and milestones within the project:

| Project Deliverables & Milestones | Detail of Task | Responsible Party | Dates (week commencing)* |
|---|---|---|---|
| **Deliverable 1** | Inception meeting to discuss the proposed approach to the project and project plan, including indicative plans for stage 3. | Steering Group & Contractor | 1 |
| **Deliverable 2** | Project Steering Group established, and meetings organised for each milestone date. | Contractor & Steering Group | 2 |
| - Milestone 1 | A final project plan sent to the Project Manager. | Contractor & Project Manager | 3 |
| - Milestone 2 | Stage 1 output: Interim report detailing:<br>- Background to the research<br>- Methodology<br>- Baselined estimates of the market shares for UK food and drink by product category | Contractor<br>Steering Group to review | 7 |

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| | - Estimates of how much of a product category is accounted for by multi-ingredient and composite products for each category | | |
| - Milestone 3 | Stage 1 output: A fully referenced dataset containing the estimates for market shares by value and volume for domestically produced food and drink<br><br>- Baseline data needed to produce outputs at the product category level<br>- Quantitative estimates for UK production share of the market split (value and volume) by overall market and retail market. This should be baselined over a number of years.<br>- Import value by product category<br><br>UK production value by product category | Contractor | 7 |
| - Milestone 4 | Stage 2 output: Interim report detailing:<br><br>- Task overview<br>- Methodology<br>- Presentation and appraisal of the evidence on the factors which configure variable market shares of UK produce in a select number of product categories[9]<br>- Summary of the barriers and opportunities for UK production growth across selected product categories | Contractor<br><br>Steering Group to review | 12 |
| - Milestone 5 | Research proposal for primary consumer research stage<br><br>- Rationale<br>- Methodology for qualitative research (including proposed | Contractor | 16 |

[9] Categories to be decided with Defra after milestone 3 is reached

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|---|---|---|---|
| | sample size, proposed product categories to investigate)<br>- Risk register | | |
| CONTRACT BREAK POINT | | | |
| - Milestone 6 | Interim report detailing:<br>- Rationale<br>- Methodology for qualitative research<br>- Underlying qualitative findings, realised consumer purchasing data and models<br>- Drivers and barriers of consumer purchasing in selected product categories<br><br>Extent and scale of consumer value-action gap on selected product categories. | Contractor | 28 |
| **Deliverable 3** | Draft final report (to a publishable standard) developed from previous interim reports (milestones 2, 4 and 6).<br>Draft executive summary. | Contractor<br><br>Steering Group to review<br><br>Peer reviewer to quality assure final output | 30 |
| **Deliverable 4** | Draft slide pack (20-30 slides detailing background, method, main findings and implications of findings), two-page summary and seminar outlines | Contractor<br><br>Steering Group to review | 31 |
| **Deliverable 5** | Final executive summary, two-page summary and slide pack | Contractor | 32 |
| **Deliverable 6** | Delivery of two online seminars (one for government officials and one for interested parties) | Contractor | 32 |

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| - Milestone 7 | Final report and analysis, developed from Deliverable 3,4 and feedback from Deliverable 6. | Contractor | 32 |

* Dates for week commencing will be confirmed in the inception meeting.

Note: The successful Tenderer will be paid by invoice following satisfactory completion of the Milestones as set out above.

Tenderers should cost for fortnightly 30-minute phone call meetings with Defra project manager. Tenderers to provide weekly updates via email to the Defra project manager.

Tenderers are to allow time and cost for 9 meetings with the project Steering Group to discuss the project plan, findings and progress and agree future scope. In addition, the Tenderer should allow time and cost for a meeting with evidence experts to discuss the proposed methodology, sampling strategy and sampling plan before stage 3.

Tenderers should 'quality assure' all outputs before submitting or presenting to Defra. All deliverables are to be submitted in draft to Defra for review and comment, prior to approval. It is anticipated that the final report will need to go through three iterations of review and comment. Reports should be submitted in electronic form in MS Word format (in draft), html format (once finalised), and where applicable, as MS Excel spreadsheets. All reports, two-page summary and slide pack must be produced in accordance with Defra templates for publications. Defra has accessibility requirements to ensure that all can access published reports.

During the course of the project, the successful Tenderer will also provide the Project Manager with a brief bi-weekly progress report outlining progress to the Programme and attend short bi-weekly meetings where necessary. All deliverables are expected to be shared with the Project Manager by email.

Defra may require the final report to be peer reviewed by an external peer reviewer/s. The Department will identify and co-ordinate the peer review, and the successful Tenderer will be expected to respond to comments and revise outputs accordingly. Tenderers should therefore accommodate responding to peer review comments in their proposals.

# Lot 2 – Organic production

## Introduction

Defra's vision is to make our air purer, our water cleaner, our land greener and our food more sustainable. As part of this vision Defra aims to increase the sustainability, productivity and resilience of the agriculture, fishing, food and drink sectors, enhance biosecurity at the border and raise animal welfare standards[10].

To deliver these aims, Defra requires a clear understanding of what is important to UK consumers when purchasing food and drink and to what extent structural factors, acting across the agri-food supply chain, determine consumer purchasing behaviours[11].

It is expected that this project will be split into three phases:

1. An assessment of the market shares for organically produced food and drink according to different product categories
2. An evidence synthesis to outline the underlying factors which determine these market shares and the barriers and opportunities to increasing these shares. This could include an element of primary research
3. A consumer research project to determine the extent to which attitudes to organic produce are a factor in revealed purchasing behaviours

This project will review organic food production, retail and trade data, market intelligence, relevant literature and consumer purchasing data to investigate the extent to which consumers are purchasing organic produce according to different product categories

Where there are categories of food and drink which tend not to be produced organically, the research will explore and explain the underlying reasons, both market-driven and consumer-driven. The evidence from this project will build Defra's understanding of the organic food market and consumer purchasing behaviours.

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[10] Defra 2021 Outcome Delivery Plan

[11] Either primary or processed food of UK origin

## Background

Research has found that consumers are willing to buy more food produced organically[12] and there is an increase in purchasing of organic food and drink by UK consumers[13]. There is variation in purchasing habits between product categories and consumers are inclined to purchase organic produce within some categories (e.g. fruit, vegetables and dairy) more than others. Thus, the underlying decision-making process and reasons for not buying organic produce may vary by product categories[14].

However, stated views do not necessarily translate into purchasing behaviours[15]. This is evidence of a gap between consumer values and action – the 'value-action gap'. Evidence suggests that this gap between consumer attitudes and action can vary between product categories[16]. There is also evidence which identifies numerous upstream structural and market-led factors which will configure the choice available to consumers and subsequent purchasing behaviours.

This research will aim to present the market shares of organic produce across product categories and the underlying data which informs them. The research will then bring together the evidence on the extent to which variable rates of purchasing of organic produce can be explained by upstream factors and the extent to which they are driven by consumer preferences.

## Overview of Requirement

It is expected that this project will be split into three phases:

1. An assessment of the market shares for organically produced food according to different product categories
2. An evidence synthesis to outline the underlying factors which determine these market shares and barriers/opportunities to increasing these shares. This could include an element of primary research.
3. A primary consumer research project to determine the extent to which attitudes to organic production methods are a factor in revealed purchasing behaviours

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[12] Survey on attitudes to the environment, Wave 0 (2018). Defra
[13] Soil Association (2021)
[14] Padel, S. & Foster, C. (2005). Exploring the gap between attitudes and behaviour: Understanding why consumers buy or do not buy organic food. British Food Journal.
[15] Food and You 2, Wave 1 (2021). FSA
[16] How and Why Does the Attitude-Behavior Gap Differ Between Product Categories of Sustainable Food? Analysis of Organic Food Purchases Based on Household Panel Data (nih.gov)

The Tenderer will first develop sets of baseline market shares for organic produce by product category covering the last five years where possible. This project will undertake analysis of available data and intelligence to establish these sets of baselines and will identify the variable market shares for foods produced organically. Within this, the project should explore the extent to which organic is used in multi-ingredient and composite products (e.g. ready meals, pies, pizzas, packaged sandwiches) which are on the UK market.

Where it is found that organic produce has a variable share of the market within a category, the project will explore the underlying reasons such as:

1. Macro-structural reasons such as seasonality of production cycles, competitiveness of UK produce vs imports, carcass balance, and industry processing capacity
2. Micro-structural reasons such as choice configuration by retailers and labelling
3. Individual factors of consumer preference (e.g. taste, price)

This research will identify which structural factors configure variable market shares of organically produced foods across a selection of specific product categories. Where structural factors cannot comprehensively explain the variable market shares, Defra seeks to understand the extent to which individual (consumer) factors explain variable purchasing, and the extent of the influence these factors have on purchasing decisions.

This evidence will inform Defra’s development of future policy on aspects of food and drink labelling and targeted support to the food and drink sector.

In summary this research will;

Seek to establish the baseline market shares of organic food and drink by product category

- Through an evidence synthesis exercise, seek to establish and explain the structural factors which configure the market shares of organic produce. This could include an element of primary research
- Identify product categories which may have potential for growth and/or import displacement by examining the relative opportunities and barriers
- Through primary consumer research, seek to understand and identify consumer attitudes to specific organic product categories and the gap between attitudes and actual purchasing
- Establish what other factors may be driving consumer preferences in purchasing decisions which may explain variable rates of purchasing for organic food and drink
- Based on the above evidence, this research will provide a summary of the ‘barriers’ to consumers purchasing more organic produce by product category

The research will also provide a summary of the ‘drivers’ of consumer purchasing of organic food and drink by product category

## Objectives

The aim of this project is to develop an understanding of the extent to which consumers are purchasing organically produced food for home consumption and which factors (structural and individual) influence variable purchasing between product categories.

Our overarching research question is:

**What are the structural and consumer-led factors that determine consumption of food and drink produced organically?**

Specific research objectives are;

1. a. To establish baselines for the market shares of organic food and drink across product categories

b. To assess which product categories may have potential for growth and/or import displacement
2. To identify which (macro and micro) structural factors configure market shares within product categories
3. To identify the relative trade-offs and decision making at the point of purchase for consumers purchasing within product categories of organic food and drink (consumer-led factors)
4. To summarise the barriers and opportunities to growth for organic producers across a selected group of product categories

The evidence from this project will build Defra's understanding of how consumer choice may be configured by a range of factors. It will also present evidence on the extent to which the value consumers place on organic produce is a determinant in purchasing decisions. This will help policy makers to:

- Identify opportunities to stimulate consumer demand for specific product categories of organic food and drink
- Access a wider evidence base to contextualise and inform their work and policies surrounding organic produce and production
- Have increased understanding of the relative trade-offs and decision making at the point of purchase for consumers.

## Research Questions

The number of the research questions listed below correspond to the number of the stages set out in 'Approach and Methodology'. These questions are **proposed** research questions, alternative research questions which answer the objectives above are welcomed.

| **Research question** | |
|---|---|
| 1 | What is the extent of the market share of organic food and drink within each food and drink product category? |
| a) | i) What proportion of UK food and drink available in retail channels is organic by product category?<br><br>ii) What proportion of UK food and drink available in retail channels is produced using other environmentally friendly farming methods by product category? |
| b) | i) What proportion of UK food and drink purchased in retail channels are organic by product categories? |

| | |
|---|---|
| | ii) What proportion of UK food and drink purchased in retail channels is produced using other environmentally friendly farming methods by product category? |
| c) | What proportion of organic produce is included in multi-ingredient and composite products purchased in the UK by product category? |
| 2 | What proportion of UK demand for organic produce/products is being met by domestic supply and what is being met by imports? |
| 3 | Across a selection of product categories (established in RQ1), how and to what extent do different factors configure variable market shares?<br><br>Factors may include: processing capacity, seasonality of production cycles, the economics of current trading arrangements |
| 3) | Across the product categories, what are the relative trade-offs and decision making at the point of purchase for UK consumers when organic products are available? |
| a) | To what extent do does the value-action gap differ between product categories of organic produce? |
| b) | To what extent do consumer attitudes sustainable production methods (e.g. organic) determine purchasing decisions and how does these attitudes interplay with other preferences such as price, quality, and convenience? |
| c) | To what extent are consumers aware of whether food and drink products purchased are produced organically in these product categories? |

## Approach and Methodology

It is anticipated that the project will be worked through on an iterative stage-by-stage basis whereby the findings from each stage informs the subsequent stage of research. These stages are:

Stage 1:
Analysis of historic and current UK production data, market intelligence, trade statistics, and consumer purchasing data to establish market shares for organic produce by product categories. Where possible this should include the following;

- Quantitative estimates for organic share of the market split (value and volume) by overall market and retail market. This should be baselined over a number of years.
- Import value by product category
- UK production value by product category

A selection of product categories of interest will be taken forward to Stages 2 and 3 of the research.

Stage 2:
Investigation of the structural factors that determine variable market shares for the product categories selected. Produced through an evidence synthesis exercise and/or primary research.

Stage 3:
Where stage 2 does not fully explain the variable market shares in selected product categories, the successful Tenderer will examine consumer preferences and revealed purchasing behaviours through primary research. This stage of the research would aim to explore the value-action-gap in more detail.

*There will be a project break point before stage 3 to review the evidence gathered. If the identified evidence is not deemed suitable and no further work is deemed necessary, the contract may end at this point*.

## Programme of Work / Deliverables / Timetable

Specific deliverables will be required from the successful Tenderer during the course of this project.

The Authority envisage the tasks will be delivered as separate activities, but with the potential for elements of the different tasks to be undertaken in parallel.

Below are detailed the key deliverables and milestones within the project:

| Project Deliverables & Milestones | Detail of Task | Responsible Party | Dates (week commencing)* |
|---|---|---|---|
| **Deliverable 1** | Inception meeting to discuss the proposed approach to the project and project plan, including sample sizes for stage 3. | Steering Group & Contractor | 1 |
| **Deliverable 2** | Project Steering Group established and meetings organised for each milestone date. | Contractor & Steering Group | 2 |
| - Milestone 1 | A final project plan sent to the Project Manager. | Contractor & Project Manager | 3 |
| - Milestone 2 | Stage 1 output: Interim report detailing:<br>- Background to the research<br>- Methodology<br>- Estimate of the proportion of total availability accounted for by organic food and drink in retail by product category<br>- Baselined market shares of UK food and drink purchased within product categories which is produced organically<br>- Estimates of market share UK organic produce within product categories of organic produce | Contractor<br><br>Steering Group to review | 7 |

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|---|---|---|---|
| - Milestone 3 | Stage 1 output: A dataset containing the estimates for market shares by value and volume for organic food and drink (where possible):<br><br>- Baseline data needed to produce outputs at the product category level<br>- Quantitative estimates for UK production share of the market split (value and volume) by overall market and retail market. This should be baselined over a number of years.<br>- Import value by product category<br>- UK production value by product category | Contractor | 7 |
| - Milestone 4 | Stage 2 output: Interim report detailing:<br><br>- Task overview<br>- Methodology<br>- The underlying reasons for variable market shares in a select number of product categories[17]<br>- Summary of the barriers and opportunities for UK production growth across selected product categories | Contractor<br><br>Steering Group to review | 12 |
| - Milestone 5 | Research proposal for primary consumer research stage<br><br>- Rationale<br>- Methodology for qualitative research (including proposed sample size, proposed product categories to investigate)<br>- Risk register | Contractor | 16 |

[17] Categories to be decided with Defra after milestone 3 is reached

| CONTRACT BREAK POINT | | | |
|---|---|---|---|
| - Milestone 6 | Interim report detailing:<br>- Rationale<br>- Methodology for qualitative research<br>- Underlying qualitative findings, realised consumer purchasing data and models<br>- Drivers and barriers of consumer purchasing in selected product categories<br>- Extent and scale of consumer value-action gap on selected product categories. | Contractor<br><br>Steering Group to review | 28 |
| **Deliverable 3** | Draft final report (to a publishable standard) developed from previous interim reports (milestones 2, 3 and 4).<br>Draft executive summary. | Contractor<br><br>Steering Group to review<br><br>Peer reviewer to quality assure final output | 30 |
| **Deliverable 4** | Draft slide pack (10-15 slides detailing background, method, main findings and implications of findings), two-page summary and seminar outlines | Contractor<br><br>Steering Group to review | 31 |
| **Deliverable 5** | Final executive summary, two-page summary and slide pack | Contractor | 32 |
| **Deliverable 6** | Delivery of two online seminars (one for government officials and one for interested parties) | Contractor | 32 |
| - Milestone 7 | Final report and analysis, developed from Deliverable 4 and feedback from Deliverable 7. | Contractor | 32 |

* Dates for week commencing will be confirmed in the inception meeting.

Note: The successful Tenderer will be paid by invoice following satisfactory completion of the Milestones as set out above.

Tenderers should cost for fortnightly 30-minute phone call meetings with Defra project manager. Tenderers to provide weekly updates via email to the Defra project manager.

Tenderers are to allow time and cost for 9 meetings[18] (half days usually held over video conferencing software) with the project Steering Group to discuss the project plan, findings and progress and agree future scope. In addition, the Tenderer should allow time and cost for a meeting with evidence experts to discuss the proposed methodology, sampling strategy and sampling plan before stage 3.

Tenderers should 'quality assure' all outputs before submitting or presenting to Defra. All deliverables are to be submitted in draft to Defra for review and comment, prior to approval. It is anticipated that the final report will need to go through three iterations of review and comment. Reports should be submitted in electronic form in MS Word format (in draft), PDF documents (once finalised), and where applicable, as MS Excel spreadsheets. All reports, two page summary and slide pack[19] must be produced in accordance with Defra templates for publications[20]. Defra has accessibility requirements to ensure that all can access published reports.

During the course of the project, the successful Tenderer will also provide the Project Manager with a brief bi-weekly progress report outlining progress to the Programme and attend short bi-weekly meetings where necessary. All deliverables are expected to be shared with the Project Manager by email.

Defra may require the final report to be peer reviewed by an external peer reviewer/s. The Department will identify and co-ordinate the peer review, and the successful Tenderer will be expected to respond to comments and revise outputs accordingly. Tenderers should therefore accommodate responding to peer review comments in their proposals.

[18] Project Steering Group meetings: 1) inception meeting, 2) end of stage 1, 3) end of stage 2, 4) beginning of stage 3 to discuss survey questions etc., and 5) review of final report.

[19] Two page summary example: Achieving Net Zero carbon emissions: a review of the evidence behind carbon offsetting - GOV.UK (www.gov.uk) Slidepack: Defra, UK - Science Search

[20] Templates will be shared with the successful Tenderer at the project inception meeting. Reports published using Defra templates can be found on Science Search: http://sciencesearch.defra.gov.uk/Default.aspx?Menu=Menu&Module=More&Location=None&ProjectID=20114&FromSearch=Y&Publisher=1&SearchText=FD2712&SortString=ProjectCode&SortOrder=Asc&Paging=10#TimeScaleAndCost