

DPS Schedule 6 (Order Form Template and Order Schedules)

Order Form

ORDER REFERENCE: C28448

THE BUYER: Department for Environment, Food and Rural Affairs (Defra)

BUYER ADDRESS Seacole Building, 2 Marsham Street, London, SW1P 4DF

THE SUPPLIER: A.C. Nielsen Company Limited (t/a NielsenIQ)

SUPPLIER ADDRESS: Nielsen House, John Smith Drive, Oxford, OX4 2WB

REGISTRATION NUMBER: 03263498

DUNS NUMBER: 543753784

DPS SUPPLIER REGISTRATION SERVICE ID: Not known

APPLICABLE DPS CONTRACT

This Order Form is for the provision of the Deliverables and dated 01 April 2025.

It's issued under the DPS Contract with the reference number RM6126 for the provision of research services in Agri-food Availability Monitoring for Northern Ireland.

DPS FILTER CATEGORY(IES):
Not applicable.

ORDER INCORPORATED TERMS

The following documents are incorporated into this Order Contract. Where numbers are missing we are not using those schedules. If the documents conflict, the following order of precedence applies:

1. This Order Form including the Order Special Terms and Order Special Schedules.
2. Joint Schedule 1(Definitions and Interpretation) RM6126 (C25949)
3. DPS Special Terms
4. The following Schedules in equal order of precedence:
 - Joint Schedules for RM6126
 - Joint Schedule 2 (Variation Form)
 - Joint Schedule 3 (Insurance Requirements)
 - Joint Schedule 4 (Commercially Sensitive Information)
 - Joint Schedule 10 (Rectification Plan)
 - Joint Schedule 11 (Processing Data)
 - Order Schedules for RM6126
 - Order Schedule 1 (Transparency Reports)
 - Order Schedule 3 (Continuous Improvement)
5. CCS Core Terms (DPS version) v1.0.3
6. Joint Schedule 5 (Corporate Social Responsibility) RM6126 (C25949)

No other Supplier terms are part of the Order Contract. That includes any terms written on the back of, added to this Order Form, or presented at the time of delivery.

ORDER SPECIAL TERMS

The following Special Terms are incorporated into this Order Contract:

The intellectual property rights of all results/outputs, fieldwork and other data produced as part of the services supplied under this project are to be jointly owned.

ORDER START DATE: 01/04/2025

ORDER EXPIRY DATE: 31/03/2026

ORDER INITIAL PERIOD: 12 Months

Overall analysis delivery will last for an initial contract period of 12 months as stated above. Thereafter the Buyer may extend the Contract for up to three additional 12-month periods, each ending 31st March. The option to extend will be notified to the Supplier not less than 30 days prior to 31st March each year after the initial contract period. The maximum term of the contract will be 31st March 2029.

DELIVERABLES

The deliverables are as follows according to the procurement specification:

- 1.1. A database of historic timeseries' (at least 2 years back series from delivery date) of food availability, choice (including branded versus unbranded goods) and price on the pre-defined products of interest to at least level 4, by country & region and retailer type.
- 1.2. Analytical report on products of interest as specified by Defra including analysis of historic trends and seasonality to inform baseline.
- 1.3. Methodology report developed in collaboration with Defra analysts to agree thresholds for identification of food supply and pricing issues (at granularity level 5) including examples of previously identified supply or price issues in the preceding 12-24 months to test the method.
- 1.4. Analysis on trends preceding a food supply or price issue to establish ability to predict potential issues in advance.
- 1.5. Final combined report and presentation on historic context and baseline trends and possible predictors of issues in food choice, price and availability.

Table 1.

Grouping	Level 1	Level 2	Level 3	Level 4	Level 5
Dairy	Cheese	Fresh and soft cheese	Ricotta	Branded and own brand	Brand 1, Brand 2, Brand 3...Brand x and OwnBrand 1, OwnBrand 2, OwnBrand3...OwnBrand x
			Feta	Branded and own brand	Brand 1, Brand 2, Brand 3...Brand x and OwnBrand 1, OwnBrand 2, OwnBrand3...OwnBrand x
			Mozzarella	Branded and own brand	Brand 1, Brand 2, Brand 3...Brand x and OwnBrand 1, OwnBrand 2, OwnBrand3...OwnBrand x
			Brie	Branded and own brand	Brand 1, Brand 2, Brand 3...Brand x and OwnBrand 1, OwnBrand 2, OwnBrand3...OwnBrand x

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- 2.1. BI Intelligence Report and underlying data updated on a fortnightly basis showing:
 - Time series' of products to the granularity highlighted in Table 1 showing price, availability and choice
 - Functionality to allow for breakdowns by country & region (including Northern Ireland and comparator GB regions), retailer type and branded versus unbranded goods.
- 2.2. Fortnightly report on market anomalies (to granularity level 5) in the low- and mid-level products at the granularity shown in table 1 with accompanying narrative on potential causes, assumptions and caveats.
- 2.3. Depending on the outputs from output 1.4, an addition to the fortnightly report highlighting products at risk of supply or facing pricing issues in NI and whether that change is also occurring in other UK regions.
- 2.4. Summary reports and presentations on trends each quarter.

Minimum viable product timeline:

Deliverable	Latest delivery date
1.1. Data base first delivery	06/06/25
1.2. Analytical report	13/06/25
1.3. Methodology report	13/06/25
1.4. Analysis complete	27/06/25
1.5. Final report	27/06/25
2.1. Fortnightly BI Intelligence Report in place	13/06/25
2.2. Fortnightly market anomaly report start	13/06/25
2.3. Predictive anomalies	Subject to progress/feasibility
2.4. First summary presentation	01/08/25

Data access and analysis: Defra analysts working on Northern Ireland related trade policy are able to access and analyse the data within the secure DASH platform for internal purposes including policy development, implementation and evaluation.

Data sharing: in order to inform and evaluate current and future policy decisions Defra is able to share any analysis (for example what products have been identified as anomalies, time series' for products of interest, dashboard snapshots etc.) using Official Sensitive labelling and handling standards. Key stakeholders include Arm's Length Bodies and Devolved Administrations. For example: NI Executive's Department for Agriculture, Environment and Rural Affairs, Cabinet Office, Department for Business and Trade, Animal and Plant Health Agency, Food Standards Agency, Food Standards Scotland, HMRC, HM Treasury, Veterinary

Medicines Directorate, Northern Ireland Office, Intertrade UK and members of the NI steering group.

Publication: Any publication of data or analysis will need to be pre-approved by NIQ.

Brief Project Description

E01_NielsenIQ

C25949: Agri-food Availability Monitoring for Northern Ireland

31 January 2025

NIQ

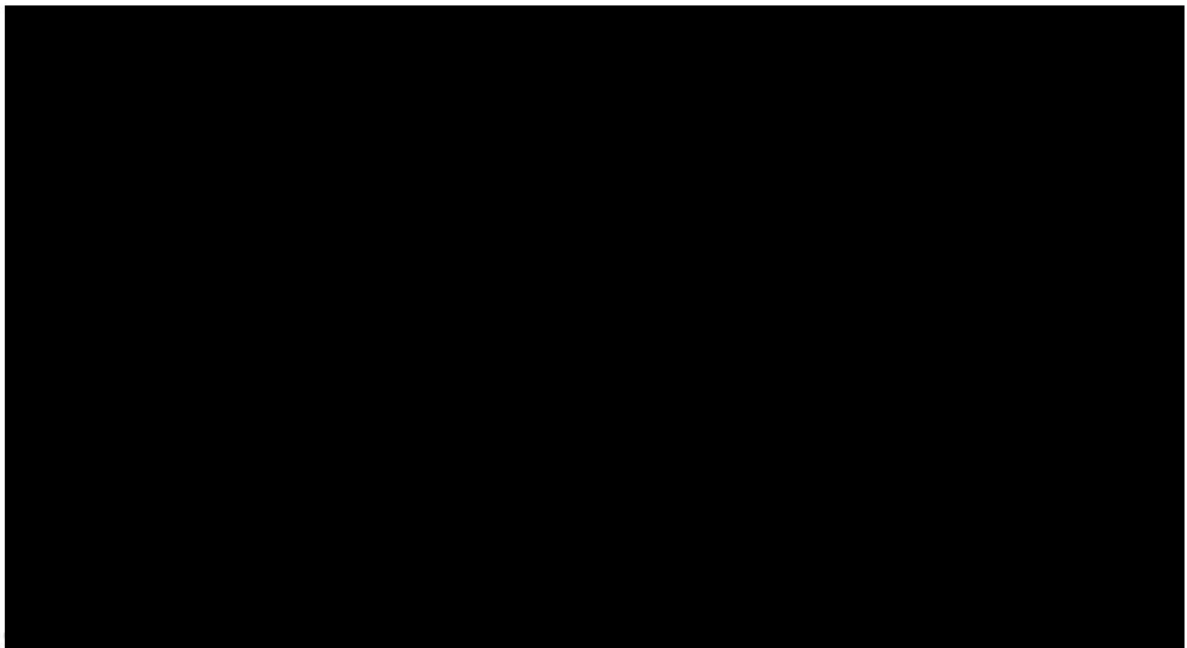
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NIQ

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Understanding DEFRA's aims & objectives

E02_NielsenIQ

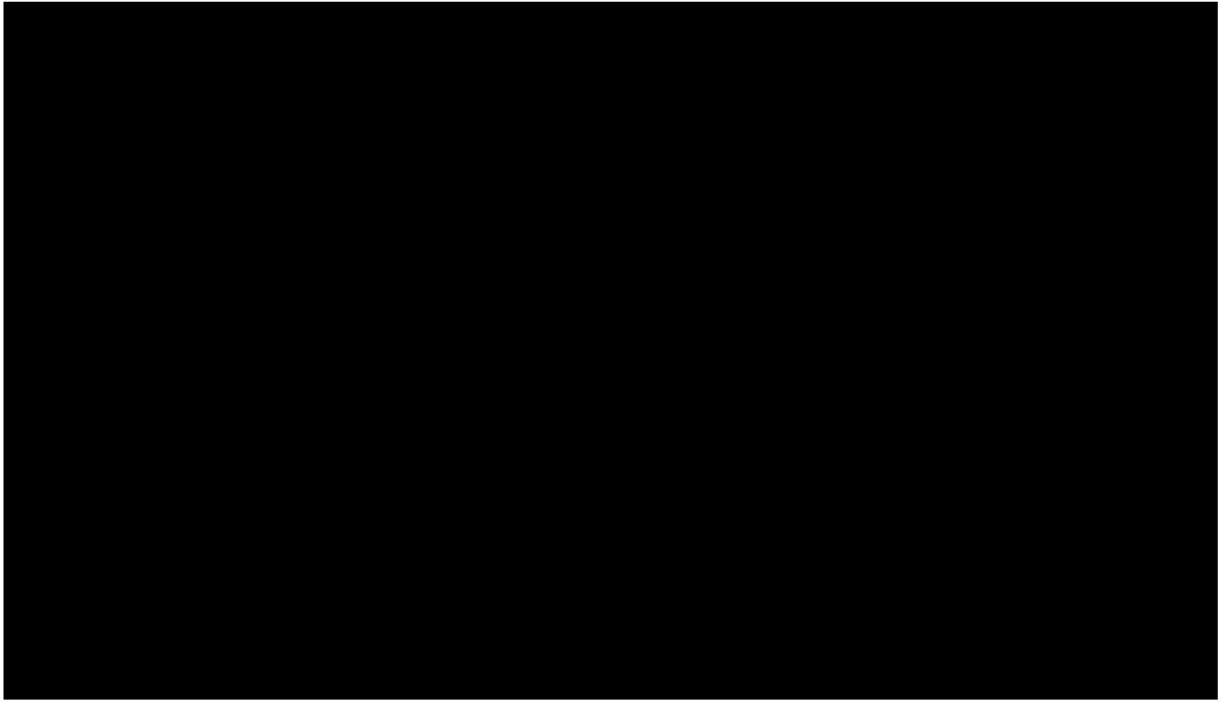
C25949: Agri-food Availability Monitoring for Northern Ireland

31 January 2025

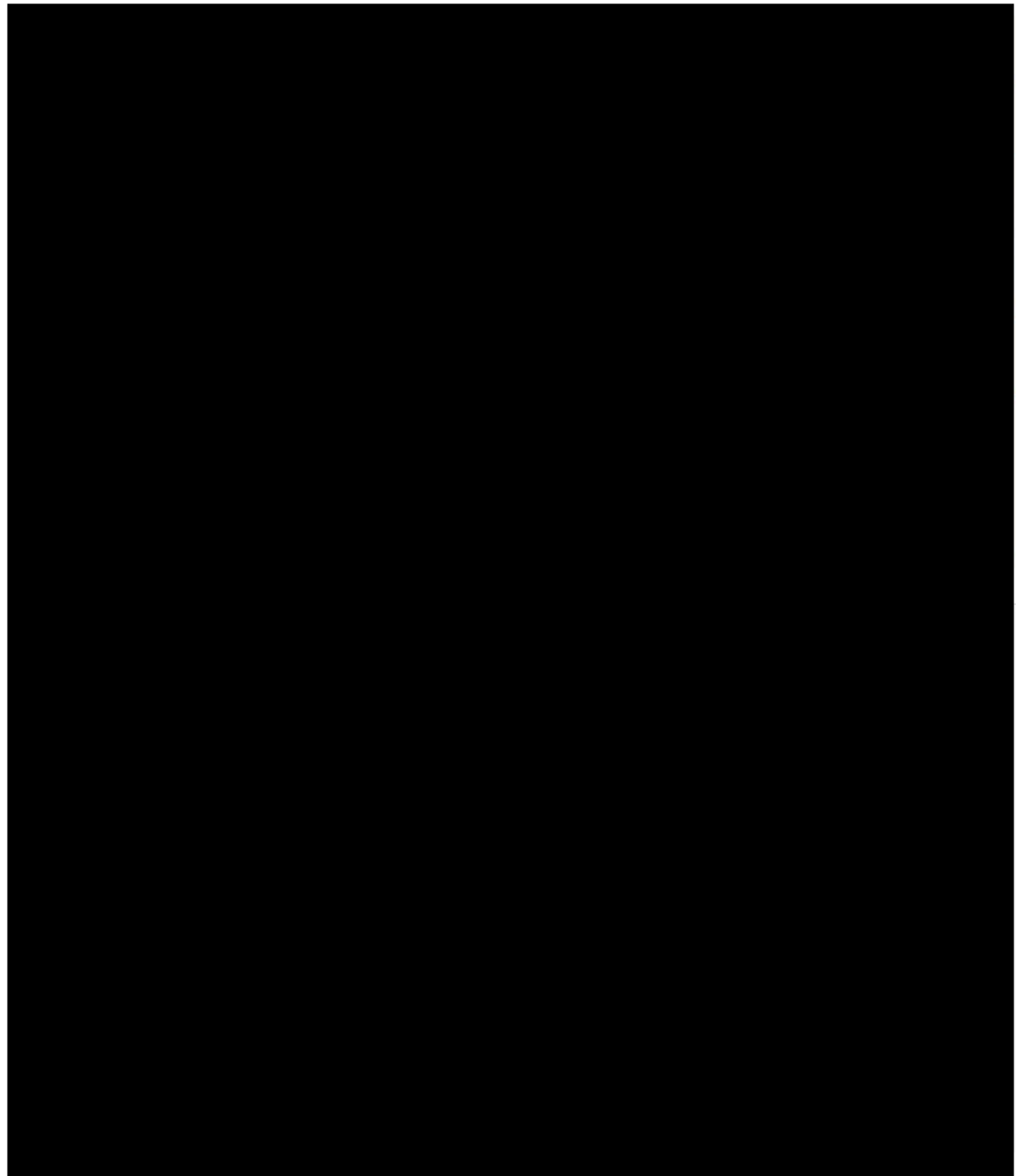
NIQ

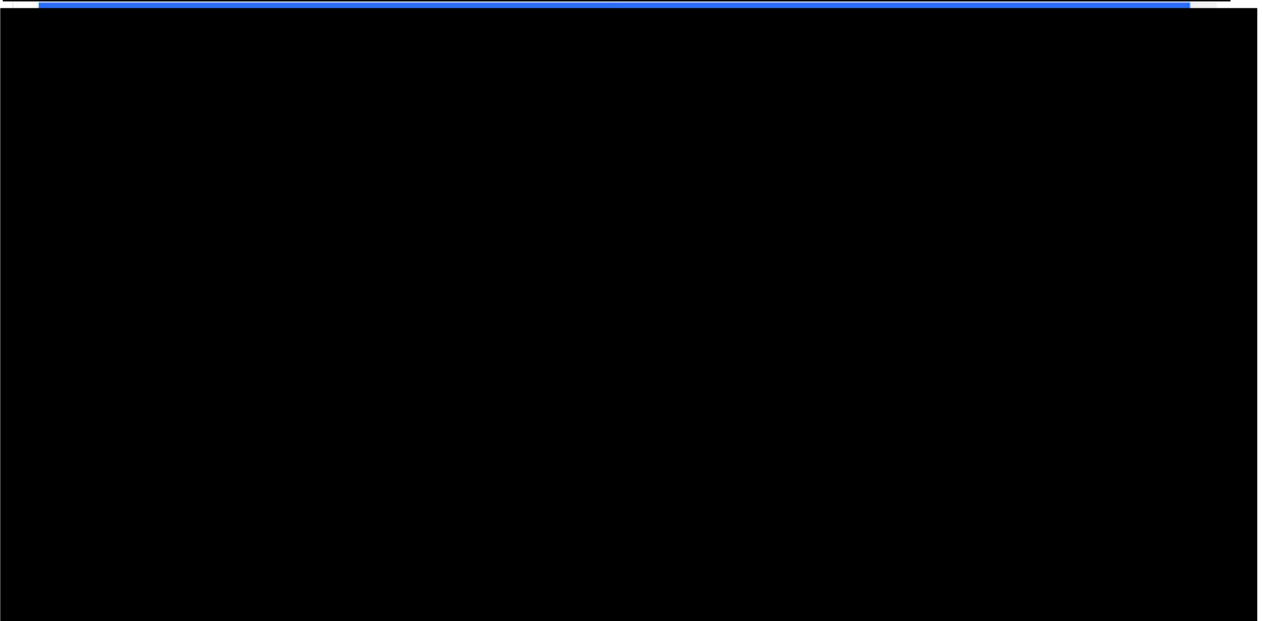
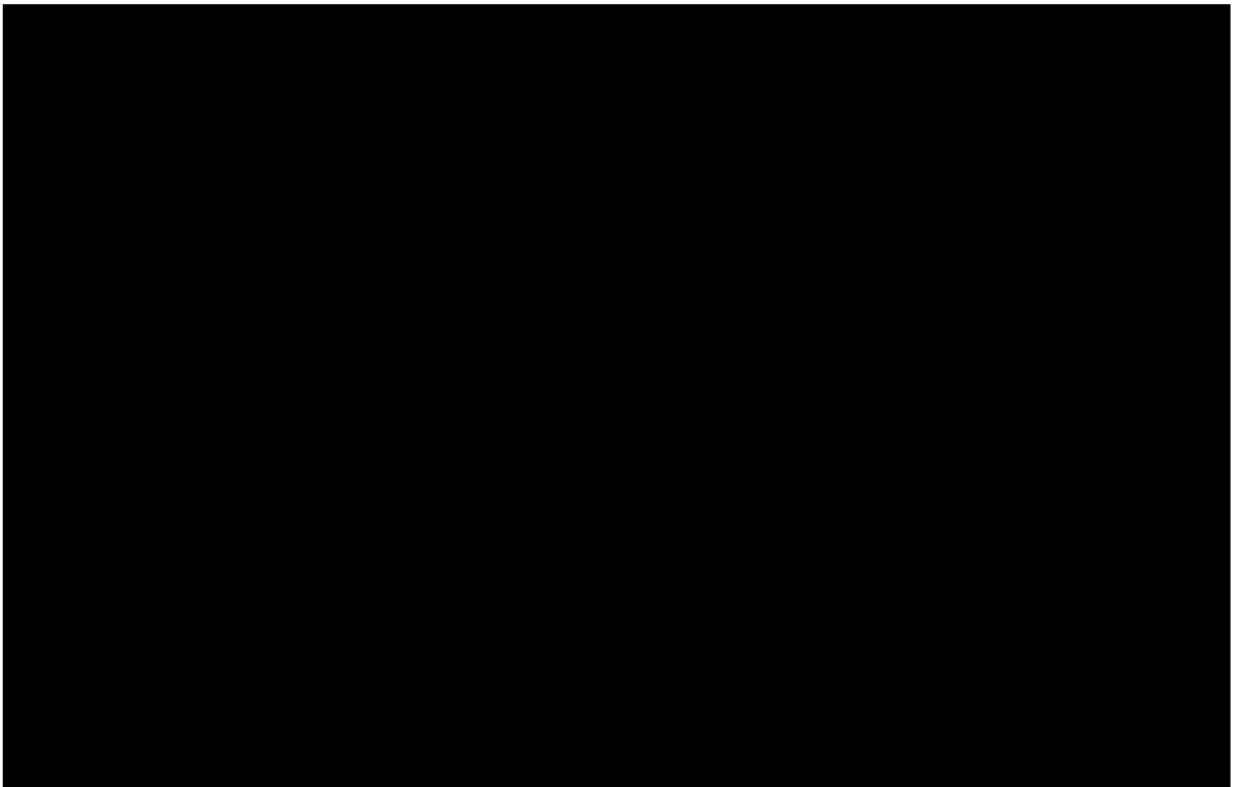
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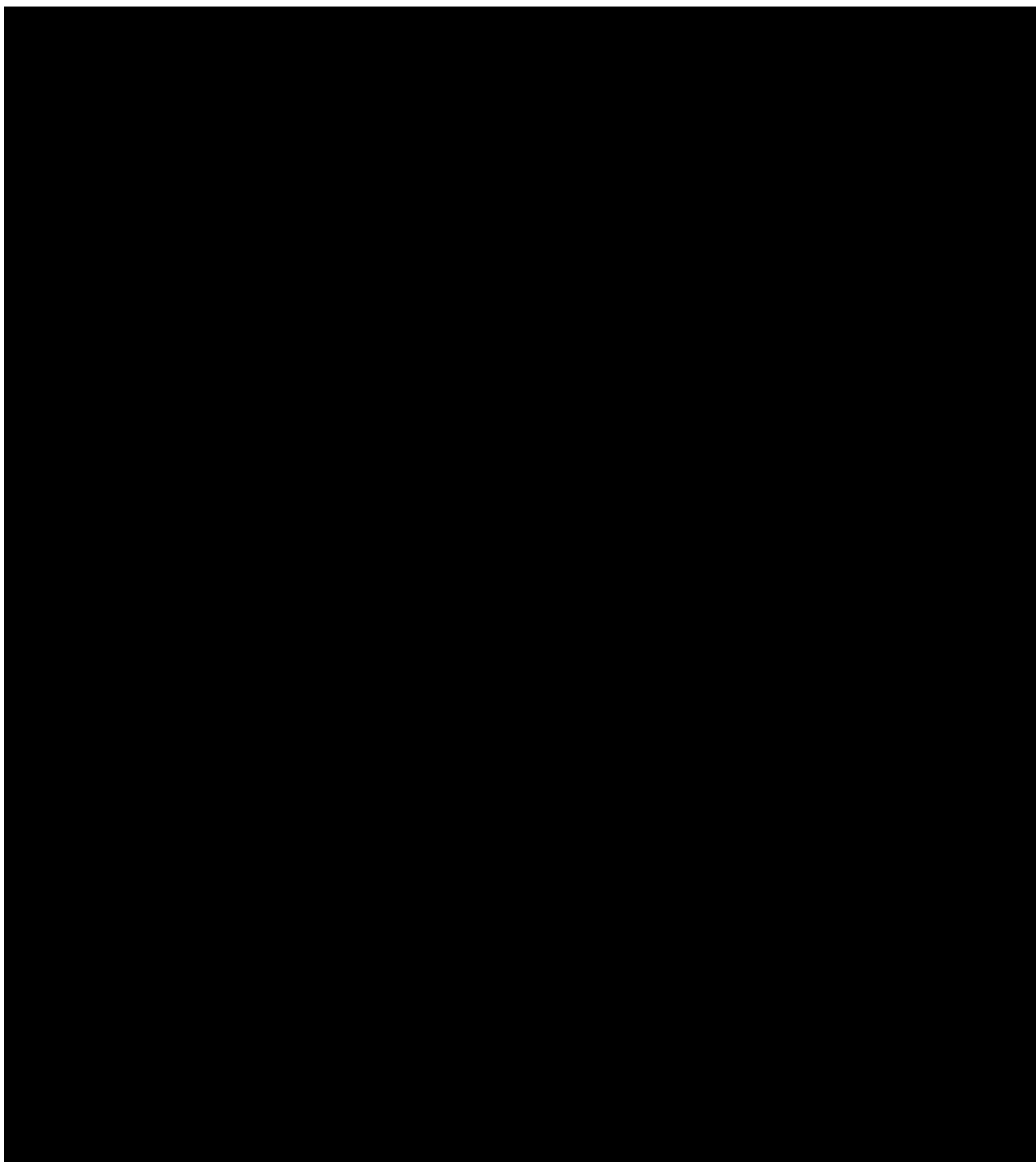


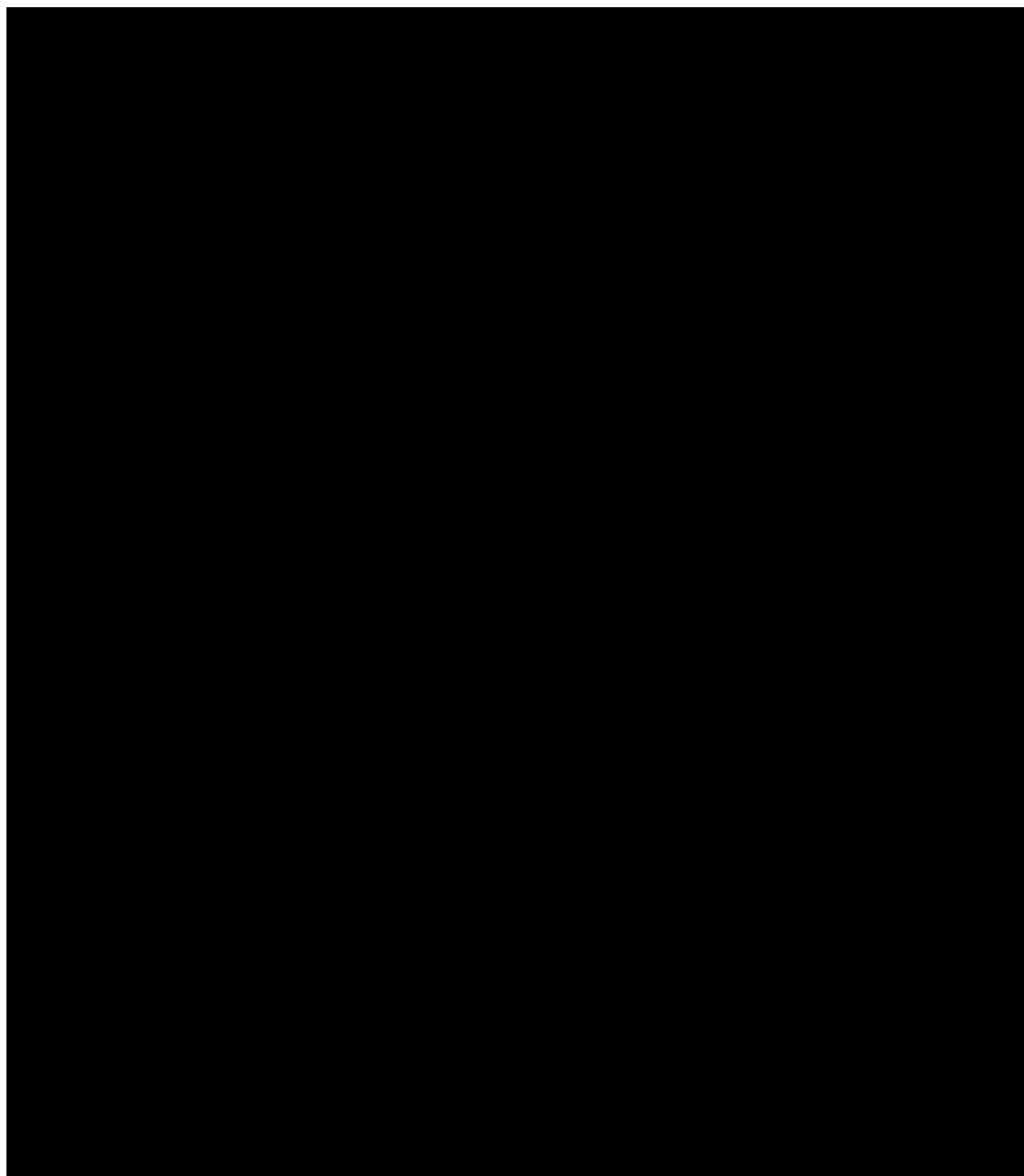


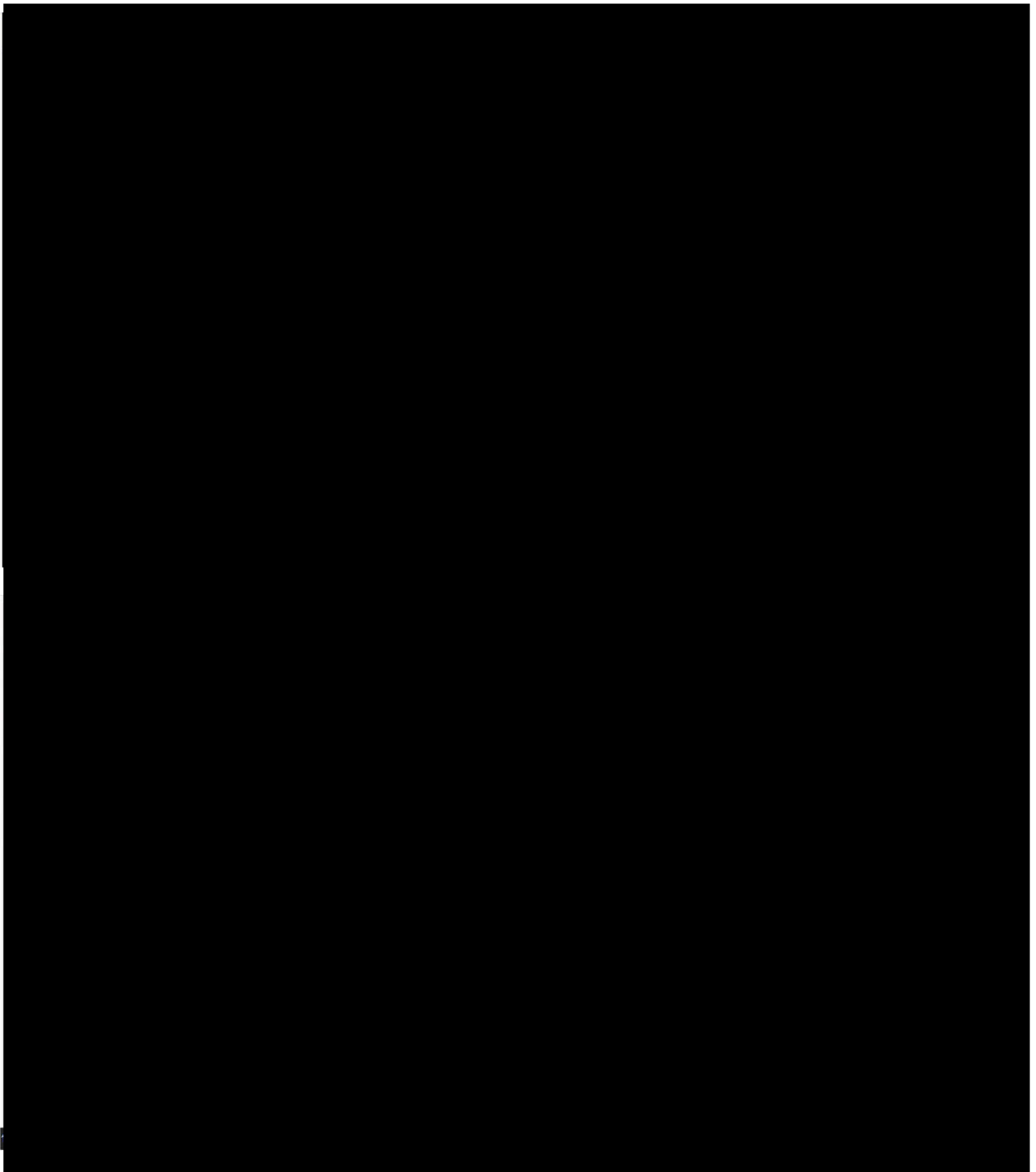
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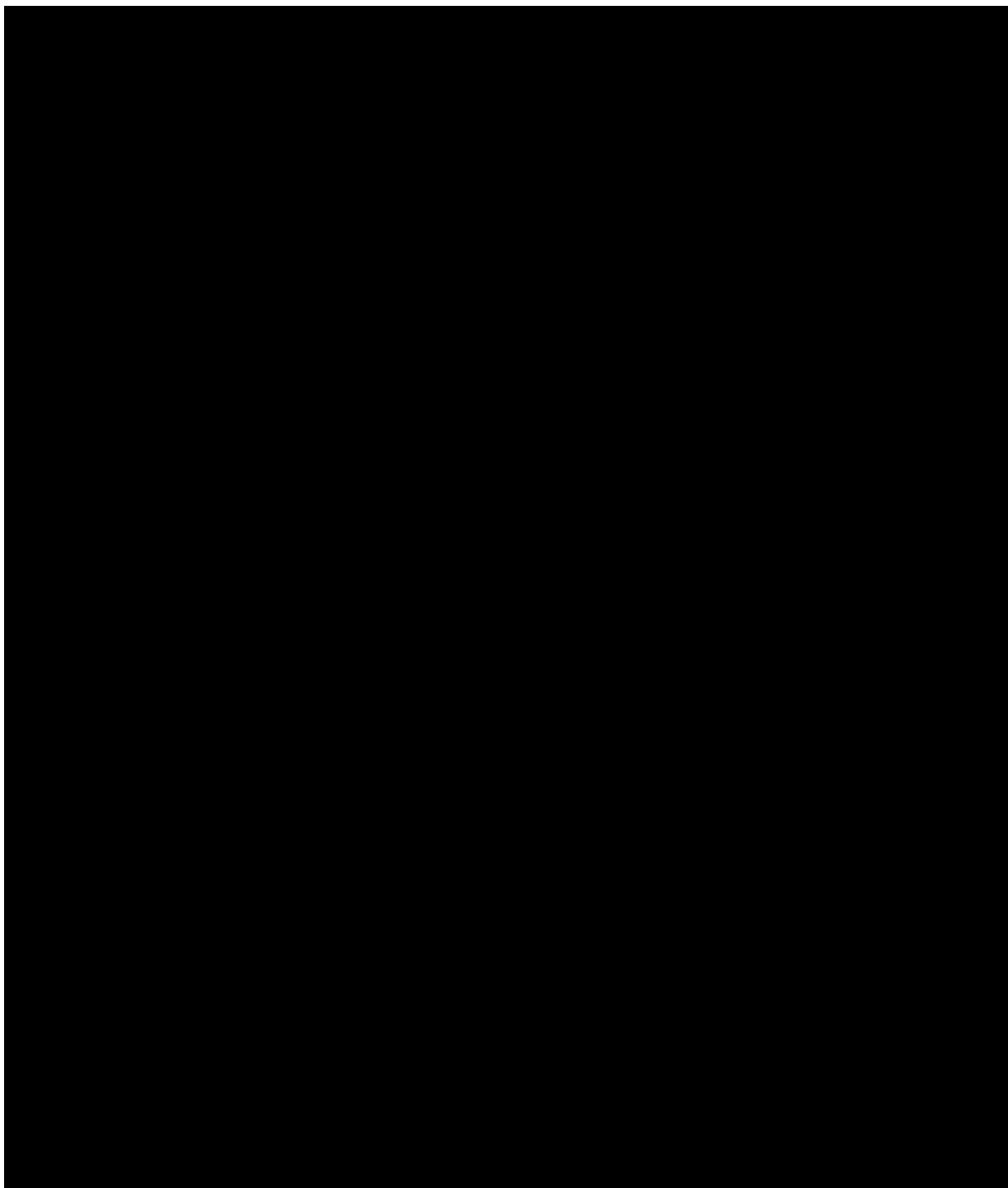


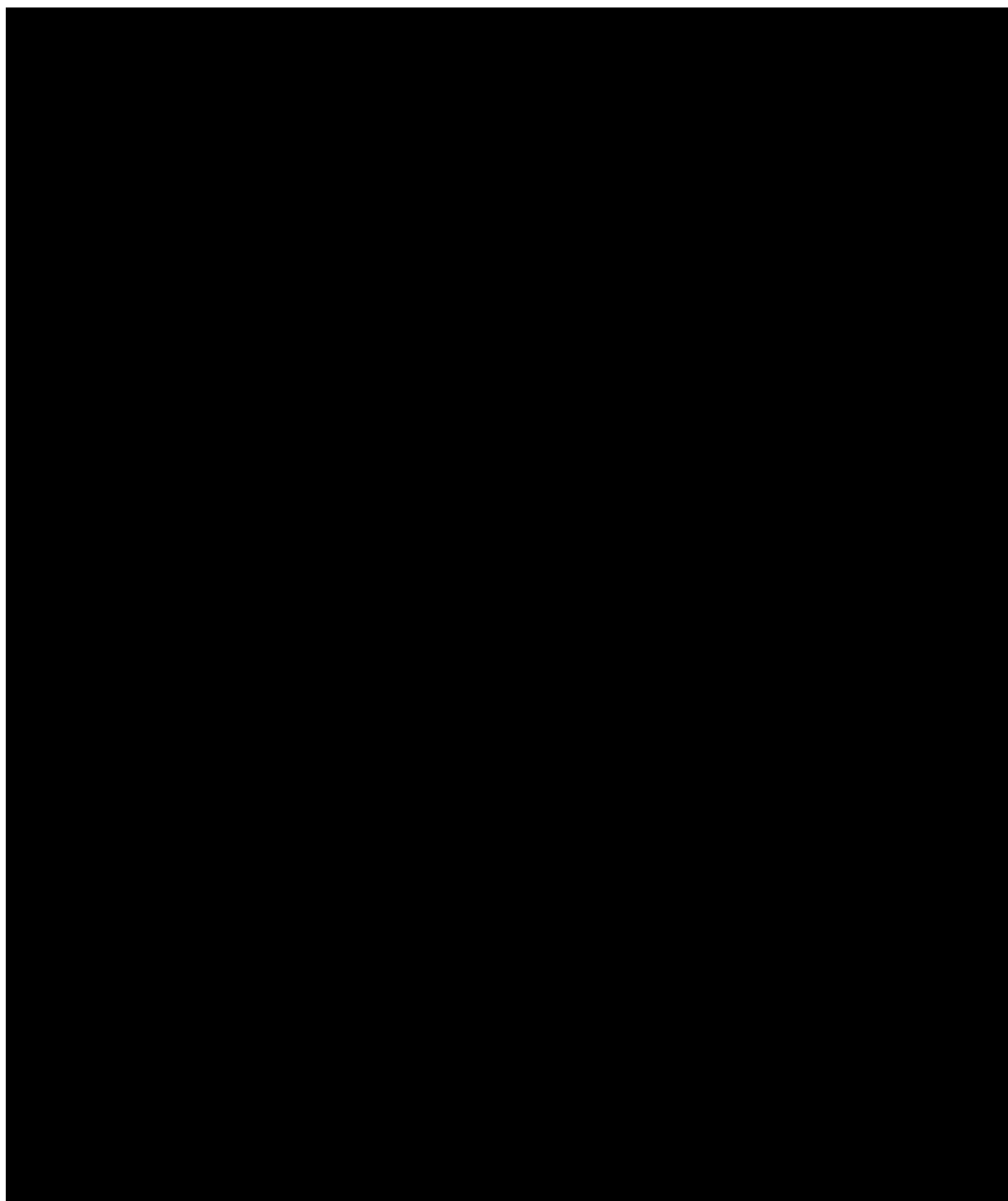


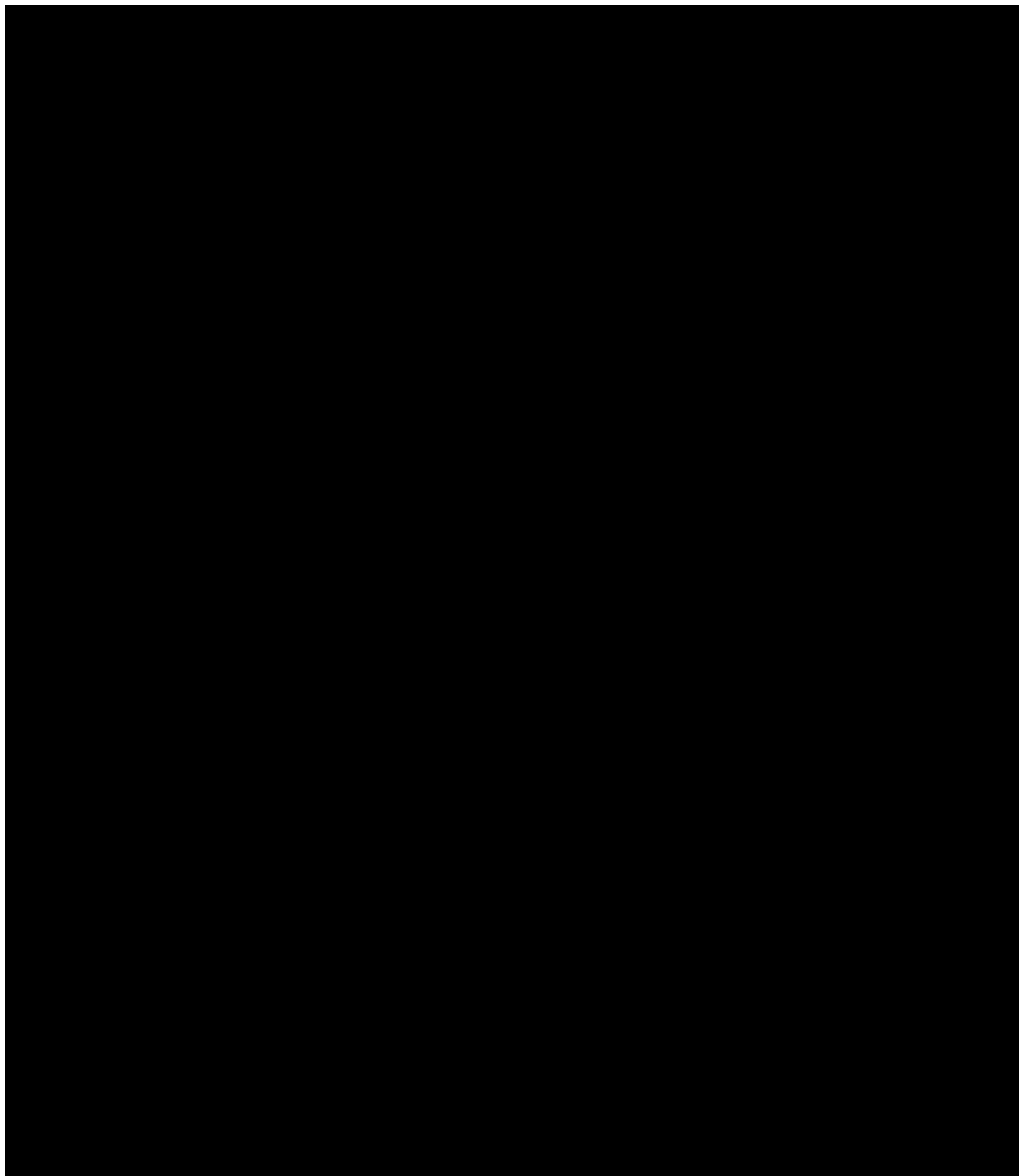


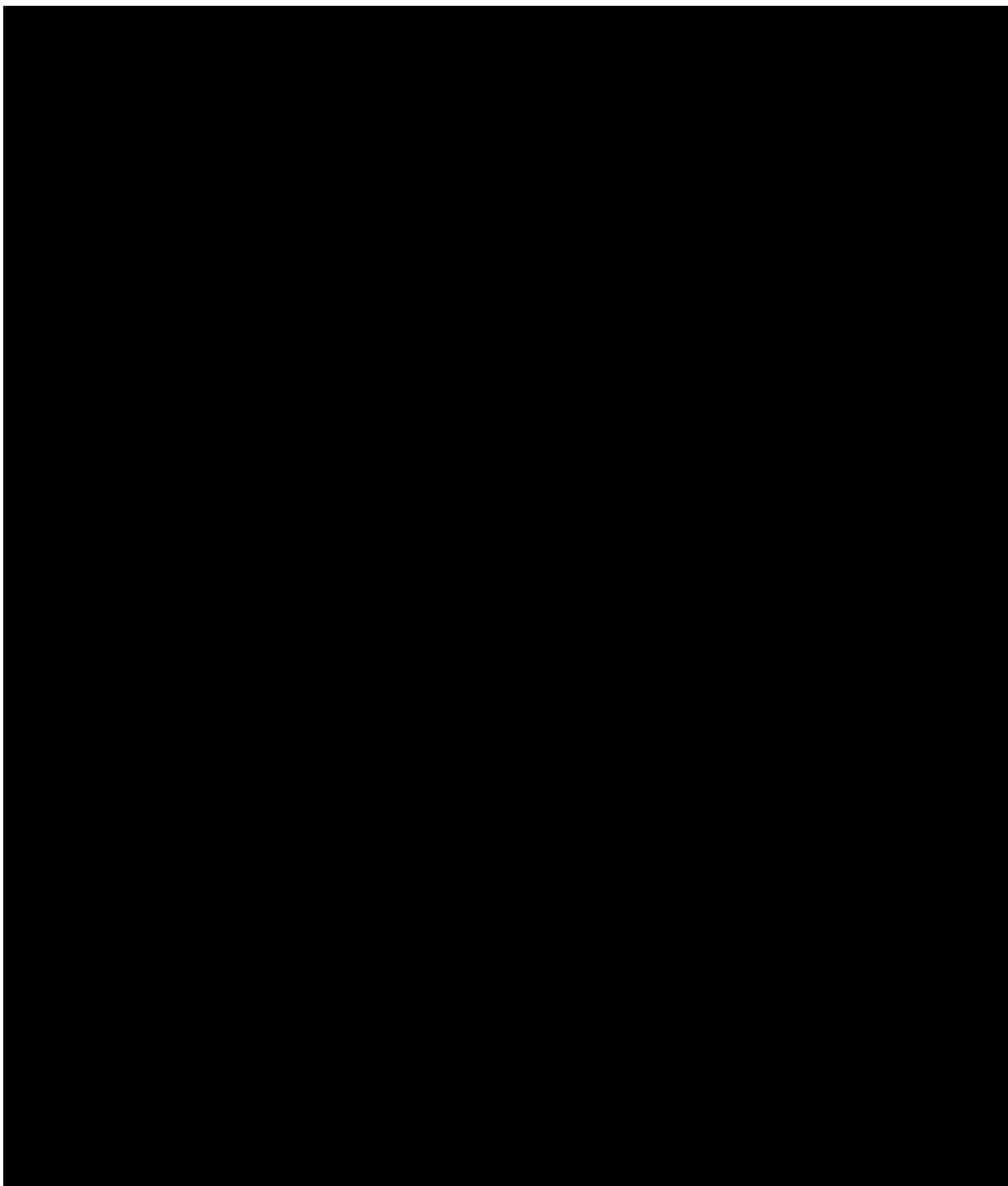


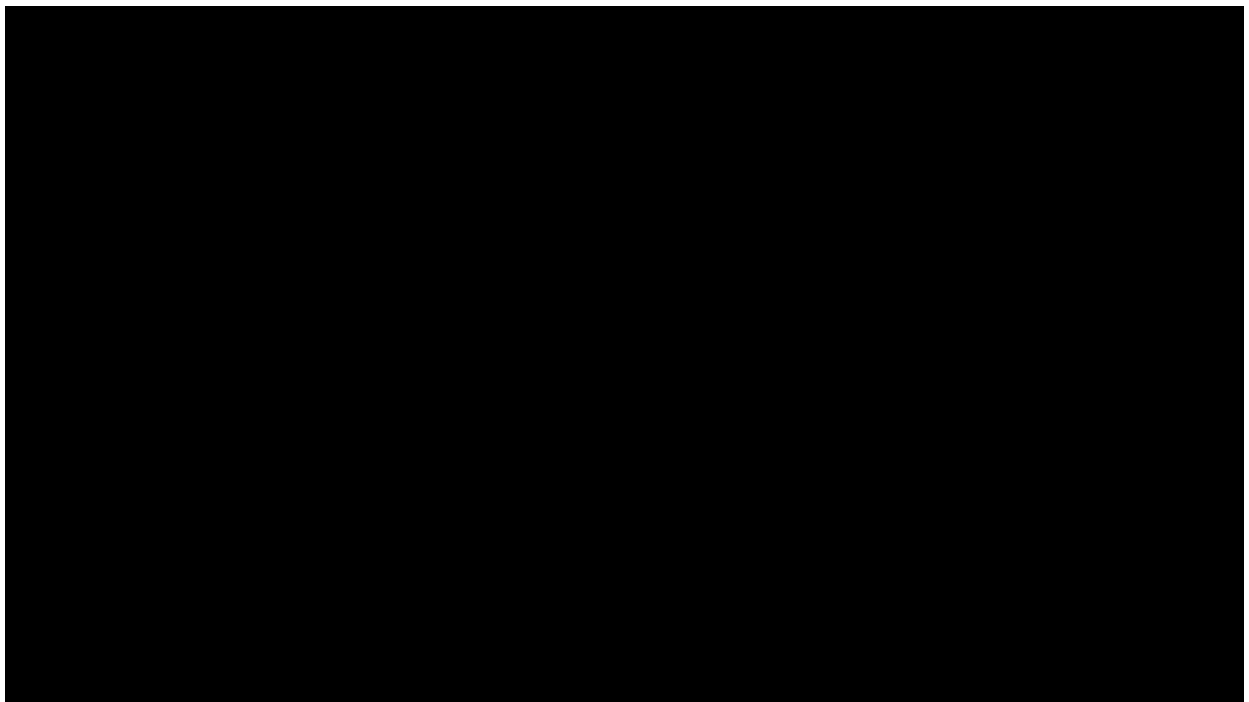
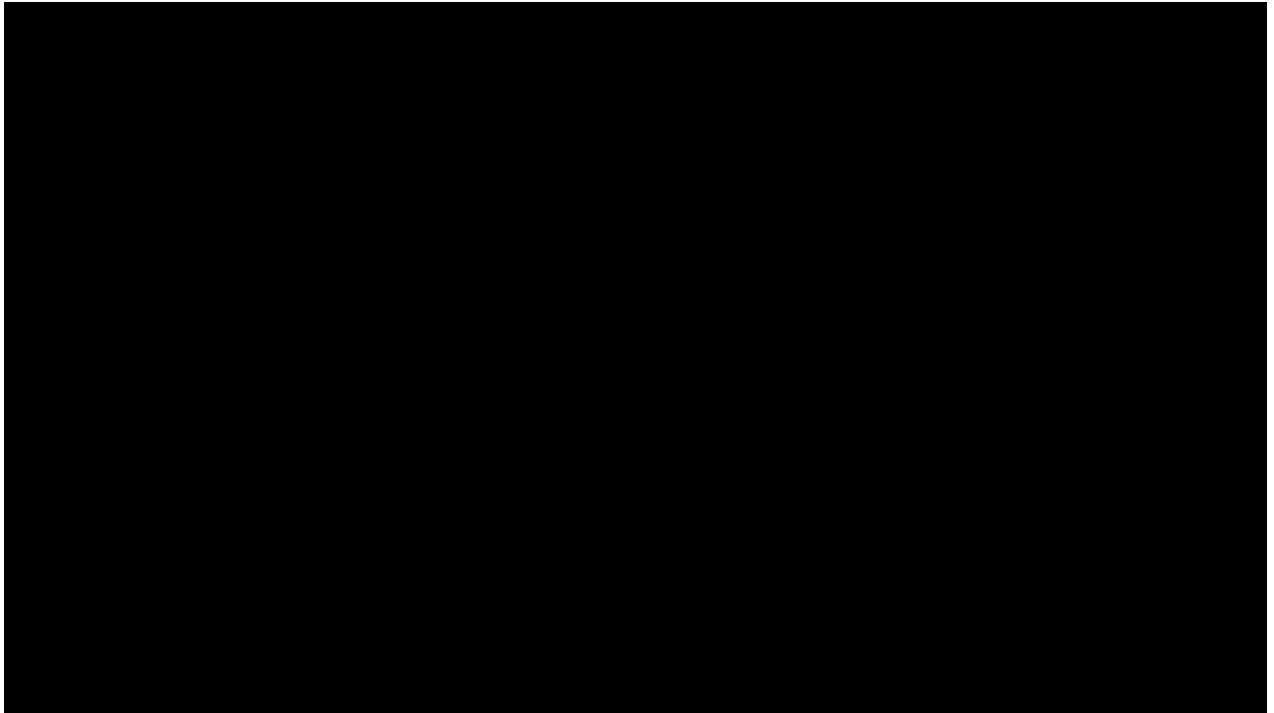


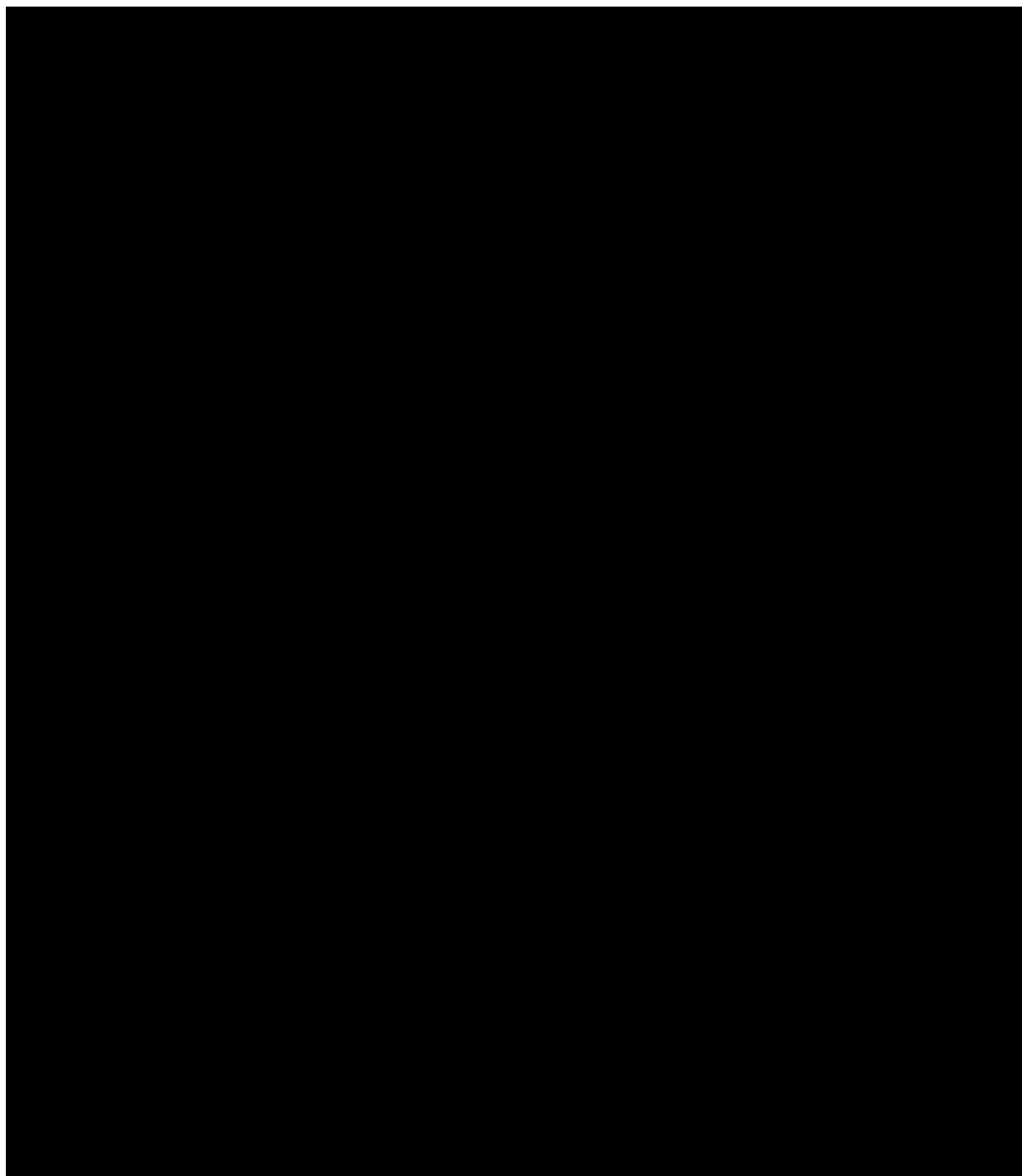


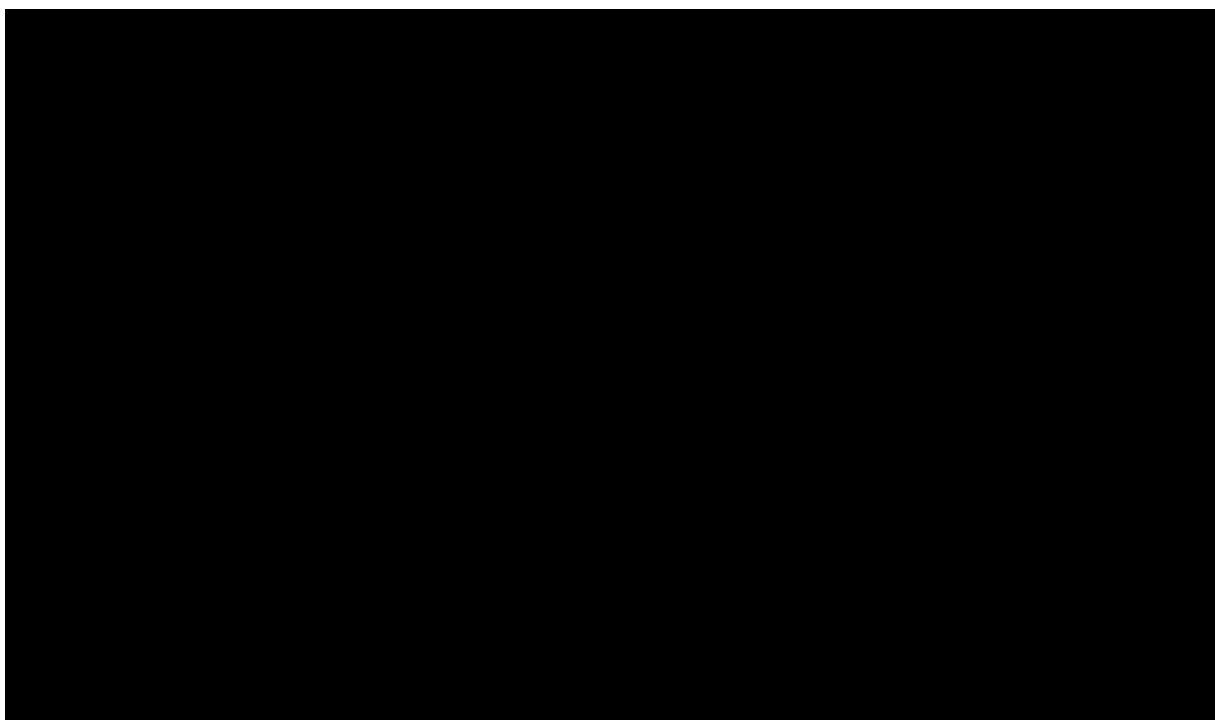












IP and DATA SHARING

Each Party keeps ownership of its own Existing IPRs. The Supplier gives the Buyer a non-exclusive, perpetual, royalty-free, irrevocable, transferable worldwide licence to use, change and sub-license to the defined organisations including Arm's Length Bodies and Devolved Administrations. For example: NI Executive's Department for Agriculture, Environment and Rural Affairs, Cabinet Office, Department for Business and Trade, Animal and Plant Health Agency, Food Standards Agency, Food Standards Scotland, HMRC, HM Treasury, Veterinary Medicines Directorate, Northern Ireland Office, Intertrade UK and members of the Independent Monitoring Panel, and NI steering group the Supplier's Existing IPR that is contained in the Deliverables to enable it to both:

- (a) receive and use the Deliverables internally within its business;
- (b) share the Deliverables (the report only) to the entities named above, subject to including all copyright notices being included and that such disclosure does not mislead or misrepresent the contents of the Deliverables; and
- (c) make use of the deliverables provided by a Replacement Supplier.

No other use of the Deliverables or Existing IPRs may be made except as set out above in this Schedule. Further publication of the Report or extracts thereof may be permitted in consultation with the Supplier, permissions not being unreasonably withheld.

MAXIMUM LIABILITY

The limitation of liability for this Order Contract is stated in Clause 11.2 of the Core Terms.

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The Estimated Year 1 Charges used to calculate liability in the first Contract Year is

██████████

ORDER CHARGES

██ total contract value.

The Charges will not be impacted by any change to the DPS Pricing. The Charges will be fixed for the duration of the contract.

REIMBURSABLE EXPENSES

None.

PAYMENT METHOD

BUYER'S INVOICE ADDRESS:

SSCL - DEFRA

DEF Sort Ref 790

Newport

Gwent

NP10 8FZ

APinvoices-DEF-U@gov.sscl.com

BUYER'S AUTHORISED REPRESENTATIVE

Shared Services Connected Ltd – SSCL – Apinvoices-DEF-U@gov.sscl.com

The Buyer's preference is for all invoices to be sent electronically, quoting a valid Purchase Order number to the aforementioned address.

Within 10 Working Days of receipt of your countersigned copy of this Order Form, we will send you a unique PO Number. You must be in receipt of a valid PO Number before submitting an invoice.

To avoid delay in payment it is important that the invoice is compliant and includes a valid Purchase Order Number issued by the Buyer.

If you have a query regarding an outstanding payment, please contact the Buyer's Authorised Representative.

BUYER'S ENVIRONMENTAL POLICY

Available online at: [Department for Environment, Food & Rural Affairs - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

BUYER'S SECURITY POLICY

Available online at: [Department for Environment, Food & Rural Affairs - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

SUPPLIER'S AUTHORISED REPRESENTATIVE

████████████████████

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Managing Director, UK and Ireland
[REDACTED]

SUPPLIER'S CONTRACT MANAGER

[REDACTED]
Commercial Business Partner
Contract Manager
[REDACTED]

PROGRESS REPORT FREQUENCY

As outlined within the project delivery plan and agreed at the Inception Meeting.

PROGRESS MEETING FREQUENCY

As outlined within the project delivery plan and agreed at the Inception Meeting.

KEY STAFF

As per CVs included above.

KEY SUBCONTRACTOR(S)

Not applicable.

E-AUCTIONS

Not applicable.

COMMERCIALLY SENSITIVE INFORMATION

Not applicable.

SERVICE CREDITS

Not applicable

ADDITIONAL INSURANCES

Not applicable

GUARANTEE

Not applicable

SOCIAL VALUE COMMITMENT

As per details above.

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For and on behalf of the Supplier:		For and on behalf of the Buyer:	
Supplier Signature:		Buyer Signature:	