

CONTRACT FOR THE PROVISION OF GOODS AND/OR SERVICES

Agriculture and Horticulture Development Board,

Hybu Cig Cymru – Meat Promotion Wales,

Quality Meat Scotland

and

Kantar UK, Limited, trading as Kantar Worldpanel

**Contract for the Supply of Lot One (Meat) Consumer Data
Ref 2022-575**

AHDB
Stoneleigh Park
Kenilworth
Warwickshire
CV8 2TL

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FORM OF AGREEMENT

THIS CONTRACT IS MADE ON 30TH MAY, 2023

BETWEEN

Agriculture and Horticulture Development Board, of [REDACTED]
[REDACTED] ('AHDB')

Hybu Cig Cymru – Meat Promotion Wales, of [REDACTED],
[REDACTED] (HCC),

Quality Meat Scotland, of [REDACTED]
(QMS)

AND

Kantar UK Limited trading as Kantar Worldpanel, of [REDACTED]
[REDACTED] ('the Supplier')

AHDB, HCC, QMS and the Supplier are together the Parties and individually a Party to the Contract, and,

AHDB, HCC and QMS are together the Partners and individually a Partner to the Contract.

WHEREAS

- A. Partners wish 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 of the Partner specified.
2. Subject to the Supplier's compliance with this Contract including any milestones, Partners agree 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 7), including the Appendix (Specification Details, page 39);
- Schedule B (Payment and Invoicing, page 8);
- Schedule C (Contacts, page 10);
- Annex (AHDB Terms, page 12); and

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 17th April, 2023, ('Commencement Date').
- 5.1. The Supplier shall complete its performance of the Contract not later than 16th April, 2025 ('Completion Date'). There is the option to extend this contract by x2 12-month extensions which will be awarded on a yearly increment basis should they be required. At this stage, budgets and requirements will be discussed and agreed between both parties, and extension contracts will be drawn up.
- 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 two 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) th

(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 any Party's liability for:

(a) death or personal injury which may arise as a direct result of that Party's negligent act or omission,

(b) fraud or fraudulent misrepresentation,

(c) gross negligence, willful misconduct, or any criminal act or omission of a Party or its Personnel;

(d) losses which cannot be excluded or limited by Applicable Law;

or

(e) arising as a result of any Partners breach of obligations of Data Protection Legislation.

6.5. Neither Party shall be liable to the other Party (or its Affiliates) whether in contract, tort (including negligence), indemnity liability, breach of statutory duty or otherwise, arising under or in connection with this Contract for any indirect damages or losses.

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. Each Partner represents, warrants and undertakes that:

8.1. it will not, and will not authorise, permit or enable any third-party to, directly or indirectly, reverse engineer, disassemble, probe, or otherwise manipulate the data from the Syndicated Services to discern the identity of an individual;

8.2. maintain appropriate controls and security measures designed to protect the usage of the data from the Syndicated Services in compliance with the terms of this Contract, namely in relation to the protection against

unauthorised usage, disclosure, or supply, and each Partner shall regularly monitor compliance with those measures;

8.3. it will fully comply with all terms of this Contract, including with the terms of Conditions 8.6, 10.3 and 10.4.

9. Any amendments to the Annex to this Contract shall be made as sub-clauses below

9.1. There are no amendments to the Annex.

10. Special Conditions

10.1. Any conditions specified in this Form of Agreement as Special Conditions shall have precedence over any other provision in this Contract.

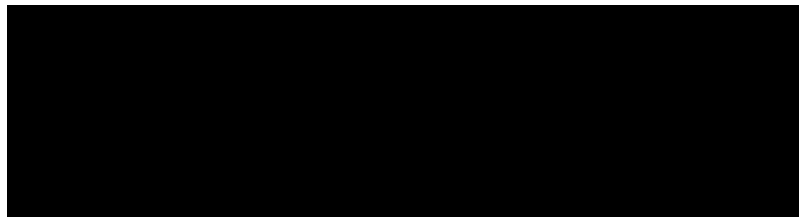
10.2. There are no Special Conditions.

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

Signature:

Name of signatory:

Date:

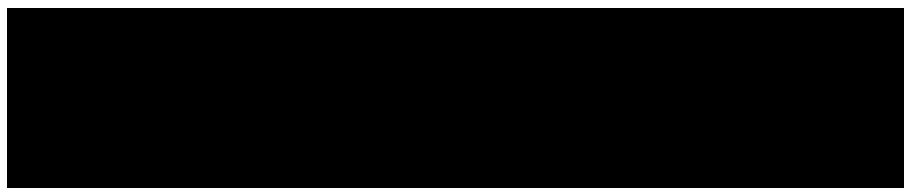


Signed for and on behalf of Hybu Cig Cymru - Meat Promotion Wales

Signature:

Name of signatory:

Date:



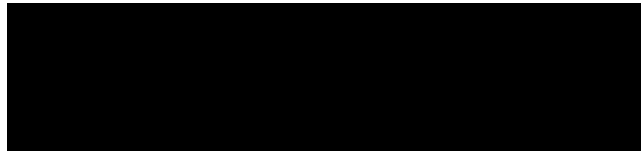
Signed for and on behalf of Quality Meat Scotland

Signature:



Name of signatory:

Date:

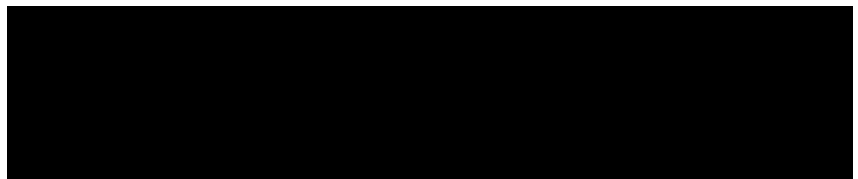


Signed for and on behalf of the Supplier:

Signature:

Name of signatory:

Date:



Schedule A Specification, Milestones

1. Specification

- 1.1. The Specification is detailed in the Appendix, page 39.
- 1.2. The Specification is based on:
 - the invitation and/or acceptance by a Partner 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>
	Any milestones are mentioned in the embedded documents and at the end of the contract

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Schedule B Payment and Invoicing

1. A Partner shall raise a Purchase Order following its receipt of this Contract signed by the Supplier, the serial number of which shall be notified to the Supplier.
2. Subject to Condition 12.3.1 and any agreed amendment of this Contract in Writing, Partner will pay the Supplier no more than £ [REDACTED], inclusive of VAT, based on year 1 as a 'minimum' amount.(which will be the lowest financial output of the contract).

There is an option to extend this contract for another 2 periods of 12 months each should the Parties choose, this will be agreed between all parties plus Supplier, where an extension contract will be drawn up between all parties on a yearly extension basis.



- 2.1. Subject to paragraph 2.1.1 below and compliance with this Contract including any milestones in Schedule A, the Supplier shall invoice a Partner monthly in retard for the Goods and Services supplied.
- 2.1.1. The Supplier shall invoice Partners as follows for the Goods and Services supplied:

Specification	Contract cost per year (exc VAT)		
	Year1	Year 2*	Year 3
AHDB	£ [REDACTED]	£ [REDACTED]	[REDACTED]
QMS	[REDACTED]	£ [REDACTED]	[REDACTED]
HCC	£ [REDACTED]	[REDACTED]	[REDACTED]
Maximum investment	£	£	£
	*Subject to RPI		
	**5 months only from November 23		

- 2.2. If the Contract is amended, any payment schedule relating to this Contract may be adjusted appropriately.
- 2.3. The final claim for payment shall be made within four months of the Completion Date.

3. Invoices

- 3.1. An invoice shall be deemed to be proper if it is submitted in compliance with this Schedule, paragraph 3.2 below is satisfied, and it includes:
 - (a) the serial number of Partner's Purchase Order;
 - (b) any Partner reference code notified to the Supplier;
- 3.2. The following information shall be provided contemporaneously with the invoice:

- (a) A description of the relevant period and activities to which the claim relates;
 - (b) a breakdown of the Goods and Services supplied and any other documentation reasonably required by a Partner to substantiate the invoice.
- 3.3. Unless otherwise agreed, the information required by paragraph 3.2 and a copy of each invoice shall be provided to a Partner's Primary Contact (electronic provision is acceptable).
- 3.4. VAT will only be paid if a proper VAT invoice is submitted. The Supplier must exercise due care not to charge VAT on claims which are not chargeable to VAT.
- 3.5. AHDB's address for submission of invoices will be:

Accounts Payable, [REDACTED]

[REDACTED].

HCC's address for submission of invoices will be: [REDACTED]

[REDACTED]

QMS' address for submission of invoices will be : [REDACTED],

[REDACTED].

- 3.5.1. Unless otherwise agreed, invoices relating to sums payable by AHDB may be sent by electronic mail in pdf format to [REDACTED], by HCC to [REDACTED] and to [REDACTED] ([REDACTED]) and QMS to [REDACTED].

- The remainder of this page is intentionally blank -

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:
[REDACTED]

- 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].

- 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], mobile: [REDACTED]).

HCC

5. HCC's address for correspondence and service (excluding invoices, see Schedule B) will be:
[REDACTED]

- 5.1. Communications with HCC shall be marked for the attention of the person named below as HCC's Primary Contact.

6. HCC's Primary Contact will be:
[REDACTED]

- 6.1. HCC'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]).

QMS

7. QMS' address for correspondence and service (excluding invoices, see Schedule B) will be:
[REDACTED]

- 7.1. Communications with QMS shall be marked for the attention of the person named below as QMS' Primary Contact.

8. QMS' Primary Contact will be:
[REDACTED]

- 8.1. QMS'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

9. The Supplier's address for correspondence and service will be:
[REDACTED]
- 9.1. Communications shall be marked for the attention of the person named below as the Supplier's Primary Contact.
10. The Supplier's Primary Contact will be:
[REDACTED]
or such other person as the Supplier may nominate.
- 10.1. 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]).
11. 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>
Affiliate	In respect of Supplier, any entity (excluding Europanel) which, from time to time both: (i) directly or indirectly through one or more intermediaries, Controls, or is Controlled by, or is under common Control of, Supplier; and (ii) is trading as Kantar (and "Kantar Affiliate" shall be construed accordingly)
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;
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 any Party, including information relating to a Party's Know-How, business affairs of the applicable Party or of its Affiliates, financial information, pricing, methodologies, 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> <p>(a) is public knowledge at the time of disclosure (otherwise than by breach of any obligation of confidentiality);</p> <p>(b) is in the possession of the receiving Party, without restriction as to its disclosure, before receiving it from the disclosing Party;</p>

	(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, HCC, QMS 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 a Partner 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, financial information, pricing, 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 1998 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) 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 12.3;
FOI Legislation	The Freedom of Information Act 2000 and similar legislation, as set out in Condition 16.1; AND when goods and services are supplied to QMS by the Supplier the following provisions shall apply in place of those in Condition 16.1, Freedom of Information legislation shall be construed as including the Freedom of Information (Scotland) Act 2002, the Environmental Information (Scotland) Regulations 2004 and any subordinate legislation made under these Acts from time to time or any superseding or amending enactments or regulations, together with any guidance and or codes of practice issued by the Information Commissioner, The Scottish Information Commissioner and or any relevant Government Department in relation to such legislation;

Form Agreement	of	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 a Partner from the Supplier whether or not in relation to the supply of Services;
HCC		Hybu Cig Cymru;
Industry		All of the areas of work within each of the industries of AHDB, HCC and QMS;
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;
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, processes, compilations, techniques, 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 a Partner 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 a Partner by the Supplier in Writing prior to the delivery of the Goods;
Materials		means information, output, documents, reports, data, programs, plans, products, advertising materials (including appended data, information databases, calculated scores and specialised database applications), software, algorithms, source code, object code, research tools, product taxonomies and dictionaries, analytical techniques and Masters, methodologies, norms, formulae, works, questionnaires, systems, computer programs, including application software, platforms, enhancements, supporting documentation and other work processes and information, whether in hard copy or digital format forming part or created in the course of, or arising out of or in connection with, the provision of the Syndicated Services.;

Partner (S)	Each of AHDB, HCC and QMS;
Party	Each of AHDB, HCC, QMS 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, [REDACTED] HCC, [REDACTED] QMS, [REDACTED]
Purchase Order	A Partner's order for the supply of Goods and/or Services under the Contract;
QMS	Quality Meat Scotland;
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, including the Syndicated Services;
Syndicated Services	means the non-custom market research services and licensed data provided by Supplier and/or its Affiliates to one or more clients (including any subscription services) as such services and data are more particularly described and supplied under licence to the Partners as identified in this Contract;
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, HCC or QMS 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 a Partner 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 a Partner of the 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 a Partner 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 a Partner may reasonably require.
- 3.1.4. the Goods and the Services shall:
 - (a) not be changed without the prior consent in Writing of a Partner; and
 - (b) conform to the Specification, which the Supplier confirms to its reasonable knowledge to be accurate, complete in all material respects and not misleading.
- 3.1.5. the Goods shall: – **NOT APPLICABLE FOR THIS CONTRACT (agreed by AHDB)**
 - (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 a Partner;
 - (e) be free from chlorofluorocarbons, asbestos, dioxins, halons and radiation above natural background levels and any other similarly hazardous substances unless specifically agreed by a Partner; 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 a Partner.
- 3.1.6. the Services shall be performed with all reasonable care, skill and due diligence and in accordance with best professional and technical and scientific knowledge

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 a Partner
 - (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 a Partner's conditions and policies in relation to any site under the control of a Partner and any code of conduct and code of ethics that AHDB may provide to the Supplier from time to time;
 - (e) assist a Partner (and any person nominated by a Partner) 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 Partner and relevant to the provision of the Services;
 - (f) notify a Partner 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 in the event of any 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 a Partner 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 a Partner for any loss a Partner 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 a Partner 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 a Partner 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 – NOT APPLICABLE FOR THIS CONTRACT (AGREED BY AHDB)

- 5.1. The Supplier shall indemnify a Partner for itself and any future provider of services to a Partner 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 a Partner, 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, a Partner 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 a Partner acting reasonably, to terminate the Contract in accordance with Condition 14.4.

- 5.2.2. If, after due consultation with the Supplier, a Partner 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 a Partner, 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 a Partner against any claim made against a Partner 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. A Partner 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. A Partner 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 a Partner, and
 - (c) not to use it for any other purpose.

6. CONTRACTED WORKERS NOT APPLICABLE FOR THIS CONTRACT (AGREED BY AHDB)

- 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. A Partner 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. A Partner 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 a Partner 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, a Partner 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) a Partner 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 a Partner shall have no liability to the Supplier in relation to any liability thereby falling upon the Supplier.

7. CONTACTS AND COMMUNICATION

- 7.1. A Partner 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) 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

8. OPERATION OF THE CONTRACT

- 8.1. The Supplier shall properly manage and monitor the supply of the Goods and Services and inform a Partner 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 a Partner 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 meaning the ICC/ESOMAR International Code on Market, Opinion and Social Research and Data Analysis to the extent directly applicable to the provision of the Services (and any other specific local code of practice (such as the Market Research Society Code of Conduct in respect of the UK), guidelines and any Standards set out in the Specification, by itself and its servants, employees, agents and sub-contractors. The Parties agree that the Supplier shall not be liable for any loss howsoever arising from or in connection with the Partner's interpretation of, or any action taken by it based on, any conclusions, findings, Materials or recommendations that are required of the Supplier as part of the Services.
- 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 a Partner 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 Parties shall treat all Confidential Information belonging to a Party as confidential and shall not disclose any such Confidential Information to any other person without the prior consent in Writing of a Partner, 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. Partners will offer mutual confidentiality by treating all Confidential Information from the Supplier and the Supplier's Confidential Information as confidential as applicable.
 - 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 a Partner 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.

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 12.3, 12.3.1 and 12.3.2; 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 12.3, 12.3.1 and 12.3.2.

In this Condition 9.1, 'Sub-Contract' means a contract between two or more suppliers, at any stage of remoteness from a Partner 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 a Partner 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, a Partner will not reimburse those costs unless they are incurred due to the negligence or default of any of the Partners.
- 9.2.2. Any sub-contract shall not relieve the Supplier of its obligations under the Contract and the Supplier shall remain liable to a Partner for any performance or non-performance of such obligations.

10. INTELLECTUAL PROPERTY RIGHTS

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

11.

- 11.1. The Supplier shall:
- 11.1.1. 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 if such rights could make the use of the Materials by the Partners constitute an infringement of those rights;
- 11.2. If a claim is made that the possession or use by the Partners 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:

- 11.2.1. obtain for the Partners the right to continue using the materials which were the subject of the claim; or
- 11.2.2. 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.
- 11.3. All AHDB's Intellectual Property Rights and all materials, products, samples, documents and information provided by the Partners to the Supplier (including copyright therein) shall remain the property of the Partners. 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.
- 11.4. This Contract shall not affect the ownership of any Intellectual Property Rights in existence before the Commencement Date.

12. PAYMENT

- 12.1. A Partner 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.
- 12.2. All payments shall be paid to the Supplier, which shall hold in trust for a Partner 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.
- 12.3. A Partner shall pay all undisputed invoiced amounts within 30 days of the day of receipt of a proper and valid invoice (the 'Due Date'). Time for payment shall not be of the essence of the Contract.
 - 12.3.1. The Partners will consider and verify invoices in a timely manner within the period for payment of invoices pursuant to clause 12.3.
 - 12.3.2. If the Partners fails to comply with paragraph 12.3.1 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 12.3 and the Partners shall pay the relevant invoice immediately after a reasonable time has passed, taking into consideration all relevant circumstances.
 - 12.3.3. 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.
 - 12.3.4. The Supplier is entitled to suspend deliveries of Services to a Partner as a result of any sum being outstanding from that Partner, if such delay to pay by the Partner is in the reasonable opinion of the Supplier to be commercially excessive and has not been fully justified by the Partner.

- 12.3.5. In the event that an agreed milestone is not achieved, and if the Parties are unable to agree on an adjustment of the relevant milestone and the delay of the Supplier to achieve such milestone is in the reasonable opinion of the Partners to be excessive, a Partner reserves the right to withhold all or part of the monies directly related to such milestone due to the Supplier.
- 12.3.6. During the Term of this Contract, Partner reserves the right to appoint an Independent Auditor to audit any payment for which reimbursement is claimed and the Supplier agrees to co-operate fully in relation to any such audit to the extent that any requested access, documentation or information by the Partner is relevant to the scope of the audit in question which the Parties shall agree upon no less than 15 days prior to its commencement date. The Partner should bear the cost of any audit, except where material errors or discrepancies are found. In no circumstances shall Partner or the Independent Auditor have access to (a) individual payroll and personnel files; (b) individual expenditure or records relating to the Supplier's other clients; (c) any of the Supplier's overhead costs; or (d) the Supplier's server rooms or IT systems or do any penetration testing or vulnerability scans.
- 12.4. Without prejudice to any other right or remedy, a Partner shall have the right to set off any amount owed by the Supplier to a Partner for any reason including any overpayment by a Partner to the Supplier against any amount payable by a Partner to the Supplier under the Contract.

13. LIABILITY

13.1. Unless otherwise agreed:

13.1.1. 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.

13.1.2. The Supplier shall indemnify a Partner from and against liability for:

- (a) death or personal injury;
 - (b) loss of or damage to property (including property belonging to a Partner for which it is responsible);
 - (c) any losses arising from a breach of Data Protection Legislation; and
- which arises out of or in connection with the supply of the Goods and Services or a breach of this Contract.

13.1.3. The indemnities contained in Condition 13.1.2 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 a Partner, its employees, agents or contractors, or by the breach by a Partner 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 a Partner.

- 13.2. 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 13, 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.
- 13.2.1. 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.
- 13.2.2. Satisfactory evidence of the level of insurance 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.
- 13.2.3. 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.
- 13.2.4. Partner 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 13.1.2.
- For the avoidance of doubt, such non-application shall not relieve the Supplier of any liability to a Partner.
- 13.3. 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).
- 13.3.1. 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
- 13.3.2. 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 a Partner shall take appropriate action.

14. TERMINATION

- 14.1. This Contract may be terminated by agreement in Writing between the Parties at any time.
- 14.2. Where the Partners are reasonably of the opinion that the Supplier has a significant conflict of interest relating to the Contract, subject to Condition 14.12 the Partners 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 a Party, another Party has failed to:

- (a) Being the Supplier, materially 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) fulfil its obligations under this Contract,
- a Party may give the infringing Party 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:
- 14.3.1. direct the Party to remedy the fault at that Party expense within such time as may be reasonably specified by a Party and/or in case the infringing Party is the Supplier, withhold or reduce payments to the Supplier, in such amount as a Partner reasonably deems appropriate in the circumstances. In relation to any significant failure described in Condition 14.3:
 - (a) If the failure is not reasonably remediable, a Party may treat the failure as a material breach of the Contract.
 - (b) If the failure is reasonably remediable and the Party fails to remedy it reasonably promptly or in accordance with any reasonable direction given by notice under that Condition, a Party 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 the Partner 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 a Partner 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 a Partner.
 - 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, the Partners may terminate the Contract.
 - 14.7. The Supplier shall promptly inform the Partners 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. A Partner 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, a Partner 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 the Partners 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:
- 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 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 the Partners 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 a Partner reasonably believes that such supply is unlikely to be completed by the Completion Date;
- (b) a Partner'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 the Partners may terminate the Contract by giving the Supplier not less than 30 days' notice.

14.10. The Parties shall have the right at any time and for any reason to terminate the Contract by giving not less than 90 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, the Partners 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 the Partners agree 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 a Partner consulting the Supplier under Condition 14.12, the Parties may terminate the Contract.
- 14.13. Notice of termination of this Contract shall be given by the relevant Party in accordance with Condition 7.
- 14.14. A Partner 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 the Partners may (unless otherwise specified) have immediate effect subject to the relevant notice periods.
- 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 the Partners otherwise than as a consequence of a material breach by the Supplier, the Supplier shall be entitled to claim from the Partners 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 the Partners under this Condition together with any other payments made or to be made to the Supplier shall not exceed the amounts referred in Clause 6.1 of the Form of Agreement.

- 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) A Partner shall not be under any obligation to make any payment to the Supplier for such period as is reasonable for a Partner to assess the loss and/or damage suffered as a result of the termination. After such period and discussion with the Supplier, a Partner 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) all rights granted to a Partner 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;
 - (c) all rights acquired during the period of the Contract by the Supplier to use any Intellectual Property Rights provided by a Partner 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 a Partner reserves the right to:
- 14.19.1. refuse to accept any subsequent delivery of the Goods or Services which the Supplier attempts to make unless otherwise agreed;
 - 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. claim damages for any additional costs, direct loss or expenses incurred by a Partner 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, 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 the Partners 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 a Partner 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 a Partner 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 the Partners following the termination of the Contract as a consequence of its expiry or otherwise. Upon the termination of the Contract, the Supplier shall:

- (a) forthwith return to the Partners the originals and any copies of all documents and materials provided by the Partners in relation to the Contract and destroy any electronic copies thereof, except to the extent such copies are part of the Supplier's customarily back-ups or need to be retained pursuant to any applicable laws or regulations;

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 a Partner.

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 a Partner for a reasonable fee in respect of the Supplier's time spent on assisting a Partner with any requests for information.

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 the Partners in Writing, which may be conditional but shall not be unreasonably withheld, denied or delayed, except for receivables, which the Supplier may freely assign.

15.1.1. The Supplier shall ensure, if so requested by the Partners, that an assignee enters into a novation agreement with the Partners to perform the Contract as if the assignee were a Party to the Contract in lieu of the Supplier.

15.2. The Partners 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, the Freedom of Information (Scotland) Act 2002, the Environmental Information (Scotland) 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 pursuant to the full compliance of such Disclosing Party with the terms of this Condition 16.

16.2. Each Partner maintains a database of its contracts including all those likely to have a value of £25,000 or more. A Partner 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 a Partner 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 a Partner to enable a Partner 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. A Partner will take any representation from the Supplier into fair and proper account, including on the basis of the Supplier's commercial interests.
- 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 a Partner'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 a Partner. 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 a Partners 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. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

17.2. [REDACTED]

17.2.1.

17.2.2.

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 a Partner'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 a Partner. 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 a Partner, and

- 18.3.4. Nothing in the Contract shall impose any liability of a Partner 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 a Partner to the Supplier that may arise by virtue of either a breach of the Contract or any negligence on the part of a Partner, its staff or agents.
- 18.4. The following requirements shall not apply as between a Partner 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, 13.1.2, 13.2 (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 a Partner 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 a Partner under the Contract is without prejudice to any other right or remedy of a Partner whether under the Contract or not and is in addition to any conditions implied in favour of a Partner 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 a Partner 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 where specified.
 - 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. The words 'processed', 'data processor', 'data controller' and 'personal data' shall have the meaning ascribed to them under the General Data Protection Regulation EU 2016/679; the Data Protection Act 2018 and all laws that relate to data protection, privacy, the use of information relating to individuals, and/or the information rights of individuals and all laws implementing them, in each case as may be replaced, extended or amended ("**Data Protection Legislation**").
2. It is not anticipated that the Supplier will act as a data processor of any personal data in respect of which any Partner is a data controller. To the extent that the Supplier is required by any Partner to act as a data processor at any stage, the parties shall, prior to the Supplier acting in this capacity, first agree the terms of a written agreement to set out the ambit of such role. Any processing of personal data prior to such written agreement being concluded is not authorised by the Partners.
3. The Supplier shall not provide any personal data to any of the Partners as part of the Goods or Services.
4. Each party shall comply with its obligations as a data controller under all Data Protection Legislation.

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.

The Specification is based on:

The invitation and acceptance by AHDB for the supply of Consumer Data by tender as published on Bravo – DEFRA's e sourcing portal
<https://defra.bravosolution.co.uk>

Project title: Lot One (Meat) and Lot Two (Dairy) Consumer Data requirements

Bravo project reference: 37484

Invitation to tender published on: 17th October 2022

Supplier's tender proposal dated 17th November 2022 and all Bravo messaging/clarifications to the award of the contract, plus any pricing clarifications.

AHDB Specification

Invitation to Tender ('ITT') for the Meat and Dairy Purchase Data
Ref: 2022 575

Volume 2_Appendix A –
Meat and Dairy Specification of Requirements

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1 Contract Background and Objectives

- 1.1 AHDB, QMS and HCC (the Contracting Authority) share the requirements of retail purchase data, specifically within the Meat sector (Lot One). AHDB requires additional retail purchase data within the Dairy Sector (Lot Two). AHDB are procuring this service contract on behalf of AHDB, QMS and HCC.
- 1.2 AHDB current contract is due to expire in April 2023. QMS current contract and HCC lamb current contract are due to expire in October 2023. HCC beef current contract is due to expire in February 2024. It is expected that the contract will start from April 2023 with HCC and QMS mobilising in November 2023. The three parties procuring Meat retail purchase data collectively is expected to provide financial and administrative benefits for all parties.
- 1.3 The specification is split by data requirements and client support/insight requirements, and then by core (all three parties require) and optional (parties may consider based on budget). In the proposal we require clear cost separation for both core and optional elements (we envisage some desirable will naturally fall into existing databases at no extra cost so please make clear in the proposal). This gives the three parties a number of options for consideration to allow the build of a package which works for all.
- 1.4 Note that this specification is split into two lots and therefore suppliers may bid for one or both. Separate contracts will be awarded for each Lot, not necessarily to the same supplier.

2 Contract Management and Monitoring

- 2.1 A 2-month mobilisation period will apply to enable the Providers to formalise appropriate ways of working, set up data sets and implement methods of reporting . Mobilisation will start February'23 with an April'23 start date for the initial contract of delivering data.
- 2.2 AHDB, QMS and HCC will provide a single point of contact from each organisation (defined as the 'Contract Manager(s)') to invest in building strategic relationships with the Providers.
- 2.3 The Providers will also be required to provide a dedicated single point of contact (defined as the 'Key Account Manager') to manage both the relationship and the Contractual commitments, liaising with the designated personnel from the Contracting Authorities as and when required to achieve successful Contract delivery. Such account management will not be chargeable by the Providers. The said Provider 'Key Account Manager' will be expected to liaise with the 'Contract Manager' from AHDB only for Lot Two.
- 2.4 The Providers will be measured against the Contract KPIs detailed within this document.

Contract Management Meetings

- 2.5 Formal performance review meetings will be undertaken between the AHDB, QMS and HCC Contract Managers and Providers Key Account Manager on a quarterly basis, in order to review performance of KPIs against benchmark. If the provider does not achieve the benchmark score for any KPI 2 quarters in a row a formal action plan must be put in place by the Providers Key Account Manager. Quarterly review meetings will include but not be limited to the following:
- Performance against quarterly KPIs (please see Annex A for full details);
 - Review/planning of Annual requirements;
 - Review/planning of innovations;

Reporting and Governance

- 2.6 The Providers Key Account Manager shall provide AHDB, QMS and HCC Contract Managers with a quarterly KPI report scoring themselves against the KPIs. The contracting authority (AHDB, QMS & HCC contract managers) will also score the providers against the KPIs. The content of this KPI report will be agreed between the Key Account Managers at the commencement of the Contract.
- 2.7 The contracting authority will reserve the right to introduce any further KPI requirements into the Contract as deemed necessary over the course of the Contract duration.
- 2.8 The Providers should note that should any re-work (work/outputs that are not accepted by the contracting authority and require additional work by the suppliers to correct), as required during the course of the Services, shall not be chargeable to the contracting authority.

Change in Subcontractors

- 2.9 The Providers must obtain approval from the contracting authority prior to the engagement of any new/substituted subcontractors that will be a party to the delivery of the Services under the Contract.

5 Meat and Dairy Consumer Data Requirement

Individual Lots – Service Levels and Volumes

Lot 1 Meat Consumer Data

Data Requirements

- 5.1 The contracting authority need a selection of core and optional data requirements. These are detailed in Annex B. The Core data requirement of “basic measures for primary Red Meat by protein and cuts” will be utilised by all parties (AHDB, QMS and HCC) and the Optional data requirements will be utilised by individual parties depending on budget availability and organisational need. The core data

requirements of primary red meat and cuts are detailed in the “Lot 1 data requirements” excel in Annex B.

5.2 The basic measures required will consist of the following as a minimum:

- Value
- Volume
- Price
- Buyer numbers I.e. penetration
- Volume per buyer I.e. frequency and volume per trip

5.3 Data must be split by retailers including the following as a minimum:

- Tesco
- Sainsbury's
- Asda
- Morrisons
- Aldi
- Lidl
- Co-op
- Waitrose
- Iceland
- M&S
- Ocado
- Independents & Symbols
- Bargain Stores
- Butchers

5.4 Data must also be grouped by channel including online vs Bricks and Mortar.

5.5 The contracting authority require non-barcode products to be included as part of the data requirement, e.g. meat from butchers or counters.

5.6 The optional data requirements will consist of:

- The addition of processed red meat by protein and cut
- The addition of all other red meat products (e.g. added value, pasties and ready meals etc)
- The addition of a total “Meat, Fish & Poultry” view including poultry and fish by protein and cut
- Advanced measures for relevant options e.g. switching data and promotion data
- More granular detail for cuts (colour coded as ‘more granular’ in document titled ‘Lot 1 Data requirements’ - granular data splits are used on more of an ad-hoc basis) for relevant options.
- Data split by tiers for relevant options
- Data split by region for relevant options - England, Scotland and Wales
- Data split by demographic for relevant options e.g. age, social class etc.

- Read of the meat-free market e.g. meat alternatives, vegan, vegetarian, flexitarian e.g., meat and veg
- Read of total grocery and key categories for comparison e.g. ambient goods, fresh fruit & veg, chilled etc
- Build in existing segmentation (AHDB only) – please see Annex C for detail

5.7 Occasionally there is a desire to code client specific groupings e.g. campaign cuts combined, outdoor bred/reared SKU's..

5.8 All parties require the supplier to calibrate data and ensure accuracy of databases frequently.

Data Delivery

5.9 All parties require access to 52, 24, 12 and 4 week endings as a minimum, in addition the ability to run and export historic trends (5 years minimum) to monitor product retail performance.

5.10 Parties will require an online platform to access results with the ability to manipulate, create custom tables and export data to PowerPoint and Excel. Users will be required by each party (AHDB, QMS and HCC). Training and technical support/help for all users is required on the use of all software programmes and is expected to be inclusive in data costs as standard.

Data use

5.11 Data each party purchases must be available for use by relevant staff members (typically insight teams). The data must be available for regular Levy Board publication purposes including web publications, see AHDB example [here](#). The information will be used for a wide range of presentations and projects that may be carried out by or with industry bodies, levy payers, stakeholder groups or any other organisation. These range in size from smaller 1 on 1 meetings to conferences.

5.12 Headline figures may also be provided to and used with all sectors of the media and press, which will be communicated via comms personnel. For more sensitive information this can be checked with the suppliers before being provided if required.

5.13 Individual retailer data is not typically published but can be checked with suppliers before if required.

5.14 Where data is disclosed to third parties for the purposes of project work (including educational bodies, universities or contracted companies and individuals) they will be subject to a confidentiality agreement that prevents further disclosure without the approval of relevant party (AHDB, QMS or HCC)

5.15 If the supplier does not agree with any of the above and wants to stipulate their own data use rules this needs to be included within their proposals and will be

scored in accordance with the tender award criteria. Any data checking or sign off required by the supplier is expected to be inclusive in data costs as standard.

Client Service and Insight Requirements

5.16 Further optional services to be made available to the parties include:

- Ad hoc data requests – this goes beyond technical support to cover the running or analysis of simple data runs or request on behalf of the parties, for example, 2-3 questions in an email reviewed by an analyst level. In the pricing document we are asking for a full rate card to highlight the daily cost of this type of analyst support.
- Single presentations such as category review, state of the nation, event review or hot topic deep dive e.g. health, promotions etc. These are generally required to be 45 minutes in length with 15 minutes Q&A. These will be costed per presentation as per the pricing document and are expected to involve analyst and more senior level support to drive an insight led deck.

Lot 2 – Dairy Retail Purchase Data and Insight

5.17 This is an AHDB requirement only and does not include any other parties. This lot opportunity is for the provision of Dairy Retail Purchase data and insight relating to consumer demand covering Dairy.

5.18 AHDB need a selection of core and optional Dairy data requirements. The core data requirement is “Total cow's dairy and cow's milk, cheese and butter - basic measures”. These core data requirements are detailed in the “Lot 2 data requirements” excel in Annex B.

5.19 The basic measures required will consist of the following as a minimum:

- Value
- Volume
- Price
- Buyer numbers I.e. penetration
- Volume per buyer I.e. frequency and volume per trip
-

5.20 Data must be split by retailers including the following as a minimum:

- Tesco
- Sainsbury's
- Asda
- Morrisons
- Aldi
- Lidl
- Co-op
- Waitrose
- Iceland
- M&S
- Ocado
- Independents & Symbols
- Bargain Stores
- Milkman

5.21 Data must also be grouped by channel including online vs Bricks and Mortar. AHDB, require non-barcoded products to be included as part of the data requirement, e.g. loose cheese from counter or milkmen.

5.22 The optional data requirements will consist of:

- The addition of yoghurt and cream basic measures
- The addition of other dairy categories such as fromage frais, yogurt drinks or ice cream - basic measures
- More granular detail for products (colour coded as 'more granularity' in document titled 'Lot 2 Data requirements' - granular data splits are used on more of an ad-hoc basis).
- Advanced measures for relevant options e.g. switching data and promotion data
- Data split by demographic for relevant options e.g. age, social class etc.
- Read of dairy-free market e.g. milk substitutes (almond, oat, etc), cheese alternatives etc.
- Read of total grocery and key categories for comparison e.g. ambient goods, fresh fruit & veg, chilled etc
- Build in existing segmentation – please see Annex C for detail

5.23 All parties require the supplier to calibrate data and ensure accuracy of databases frequently (please detail in proposal).

Data Delivery

5.24 AHDB require access to 52, 24, 12 and 4 week endings as a minimum, in addition the ability to run and export historic trends (5 years minimum) to monitor product retail performance.

5.25 AHDB will require an online platform to access results with the ability to manipulate, create custom tables and export data to PowerPoint and Excel. Approximately 10 Users will be required by AHDB. Training and technical support/help for all users is required on the use of all software programmes and is expected to be inclusive in data costs as standard. In your proposal please detail how long after period end data is available via the online platform.

Data use

5.26 Data will be used by staff of AHDB insight teams. The data must be available for regular Levy Board publication purposes including web publications, see example [here](#). The information will be used for a wide range of presentations and projects that may be carried out by or with industry bodies, levy payers, stakeholder groups or any other organisation. These range in size from smaller 1 on 1 meetings

to conferences.

- 5.27 Headline figures may also be provided to and used with all sectors of the media and press, which will be communicated via comms personnel. For more sensitive information this can be checked with the suppliers before being provided if required.
- 5.28 Individual retailer data is not typically published but can be checked with suppliers before if required.
- 5.29 Where data is disclosed to third parties for the purposes of project work (including educational bodies, universities or contracted companies and individuals) they will be subject to a confidentiality agreement that prevents further disclosure without the approval of AHDB.
- 5.30 If the supplier does not agree with any of the above and wants to stipulate their own data use rules this needs to be included within their proposals and will be scored in accordance with the tender award criteria. Any data checking or sign off required by the supplier is expected to be inclusive in data costs as standard.

Client Service and Insight Requirements

- 5.31 Further optional services to be made available to the parties include:
- Ad hoc data requests - this goes beyond technical support to cover the running or analysis of simple data runs or request on behalf of the parties, for example, 2-3 questions in an email reviewed by an analyst level. In the pricing document we are asking for a full rate card to highlight the daily cost of this type of analyst support.
 - Single presentations such as category review, state of the nation, event review or hot topic deep dive e.g. health promotions. These are generally required to be 45 minutes in length with 15 minutes Q&A. These will be costed per presentation as per the pricing document and is expected to involve analyst and more senior level support to drive an insight led deck.

Annex A - Contract Key Performance Indicators

KPIs

1. The KPIs set out in this Annex are the performance measures which will be applied to the Contract, measured on a quarterly basis as stated.
2. The Providers shall self-report on its performance against the KPIs within the quarterly KPI report, which is to be submitted to the contracting authority for review and acceptance. The final decision on performance against KPIs will be determined by the contracting authority. Each party within the contracting authority will score the provider on the below KPIs to produce an average score which will be assessed against benchmark, to be discussed at each review session. We welcome 360 feedback if the provider so wishes.
3. The contracting authority reserves the right to amend and agree the KPIs and associated benchmarks with the Providers as required during the Contract term.
4. The KPIs set out in this Annex are for both Lot 1 and Lot 2. For Lot 2 the scoring will be AHDB only.

Key Performance Indicators

		Minimum required score (1-10)	
Overall Score	Average of all KPIs	7	
Data Delivery & Accuracy	Database/Data/outputs delivery to schedule	7	
	Database/Data/outputs delivered accurately	7	
Technical Support	Quality of technical support	7	
	Timeliness of technical support	7	
Client service attributes (only included if invested in)	Quality of basic ad-hoc requests	7	
	Timeliness of basic ad-hoc requests	7	
	Quality of single presentations	7	
	Timeliness of single presentations	7	
Note: As an indication, the score of 7 would be deemed as 'meeting all aspects of our expectations' ie: meeting what the supplier promises within their proposal. Anything below 7 would be deemed as not delivering the expected quality, accuracy or timeliness to the standards mentioned within the specification and supplier response. Anything above 7 would be exceeding expectations.			

Annex B – Data requirements per Lot



Annex C – AHDB Segmentation (AHDB only requirement for Lot 1 and 2)

AHDB undertook a Customer Segmentation in 2019 (conducted with Kantar Worldpanel). There was customer segmentation developed for Beef, Lamb and Pork.

AHDB would like to understand the possibility of tracking consumption trends of their key segments within the home (although this is not part of the scoring criteria). Upon commission AHDB can share further details on how the individual segments are grouped based on a mixture of attitudinal data (towards key things like taste, enjoyment, environment, health, welfare) and consumption behaviour if commissioned.

For the purpose of this brief, to help agencies understand more we have attached details on three key segments AHDB are focusing on for some upcoming work. Typing tools are also available below.



Pen Portraits.pptx

Please note: The content and details contained in proposal are for the purpose of preparing a proposal for this project. The information shared is not for onward circulation or external publications.

The information contained in the proposal are just three examples – AHDB have 6 people segments across Meat and 6 people segments across Dairy. There are then further segments by the type of meal occasions these segments prepare food for. Upon commissioning AHDB would work with agencies to supply required profiling questions. However, for the purpose of the proposals, agencies must detail how they would approach matching the AHDB segmentation onto their reporting of purchase data.

Typing tools:



Supplier proposal

KANTAR



Lot 1
Meat Purchase Data

TQ1
Data Provision and
Analysis



Why Kantar?

We believe we are well placed to deliver the service you require and provide value to you and your levy payers

We understand you

You have a unique position we have supported for 15 years

We know your markets

Experts in panel data and analysing your markets

We have the best data

Market leading consumer panel data bought by the industry

We have great people

A great product needs a strong team to deliver and add value

We will develop and evolve

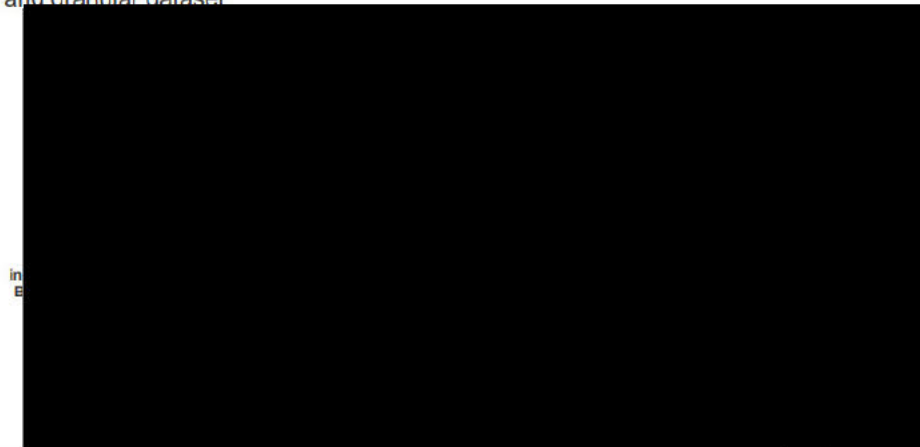
Innovating and using feedback to improve our service

KANTAR

2

Why Kantar?

The Kantar service will enable you to continue to make decisions and give advice based on the most accurate and granular dataset



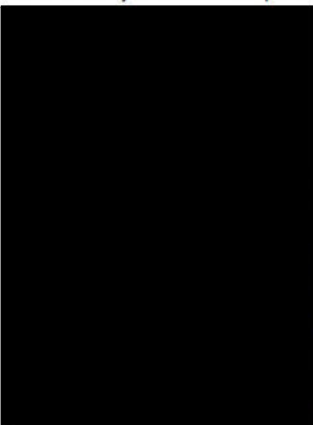
in
B

KANTAR

3

Meeting your data requirements

Upon reviewing the ITT we believe we can meet all of your data requirements provided in the brief and already have this in place as part of the current service



We are able to code to the full hierarchy and detail in the brief for both core and optional options and have this already setup and maintained so this is ready to go.

[Redacted text]

Basic

Advanced

Retailers

Channels*

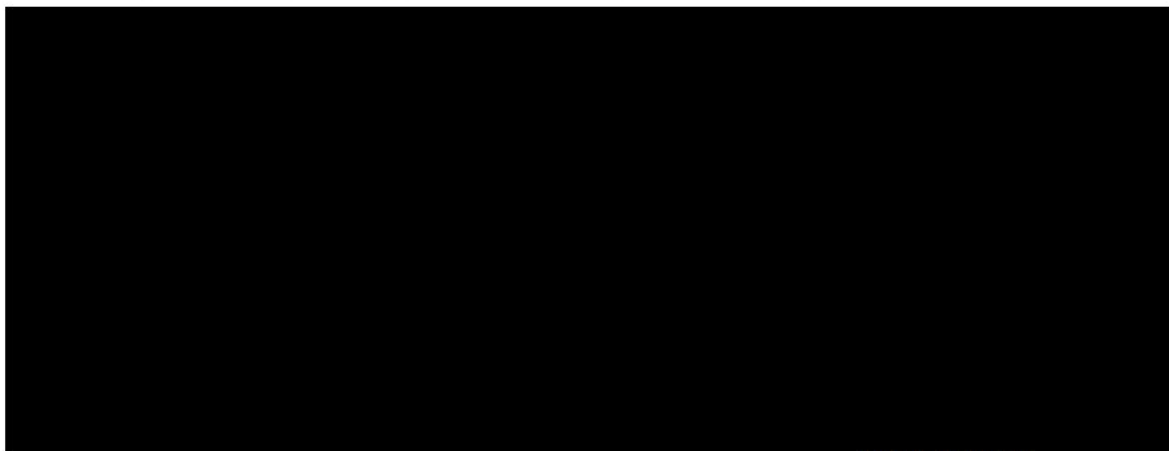
[Redacted]	[Redacted]	[Redacted]	[Redacted]
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KANTAR

*Data provided over shorter time periods subject to robustness
*Channel groupings can be amended on demand

4

Ad part of this we have a robust measure of the below crucial areas and capabilities in this category to fully meet your requirements which are provided in the proposed offer



Category and interaction

KANTAR

5

Meeting your data requirements

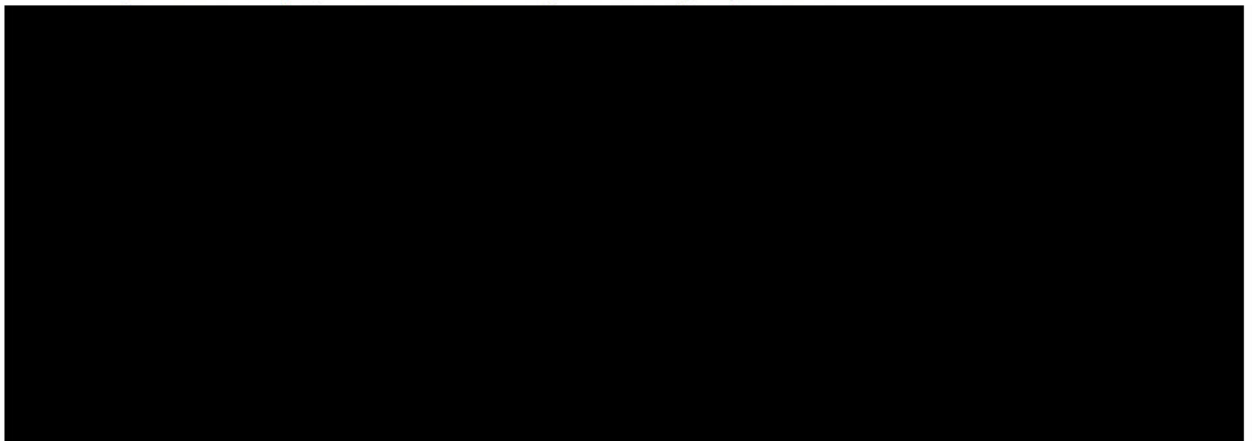
	1. Total Coverage and Credible and Robust Channel splits 
	2. Ability to report the market currency measure of volume 
	3. Total MFP shopper view for key context, trends and category dynamics 

KANTAR

6

Why do you need a bigger sample?

The greater the sample, the better and more granular insights you can derive



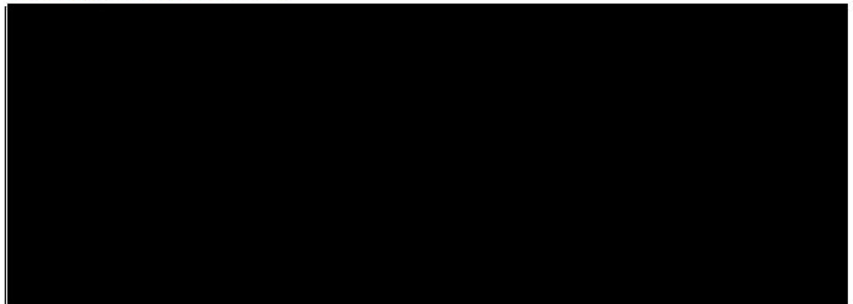
KANTAR

7

Recording on non bar-coded products



Recording non-barcoded items



This is the consistent methodology behind the market read that AHDB, QMS and HCC currently use alongside almost all of your current levy payers who utilise Kantar data.

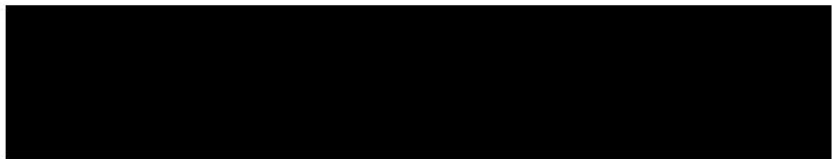
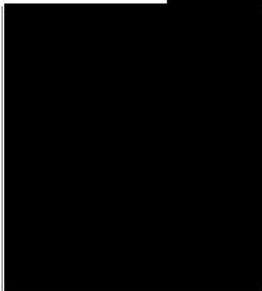
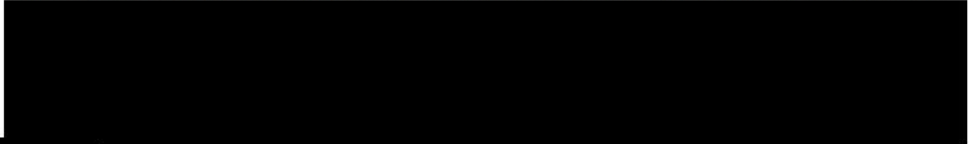
KANTAR

8

Access to Data

**5
Years**

All Kantar purchase databases carry 5 years of data which can be accessed through your Client Service team and for briefs and requests whilst you will have access to three years of data within the online platform.



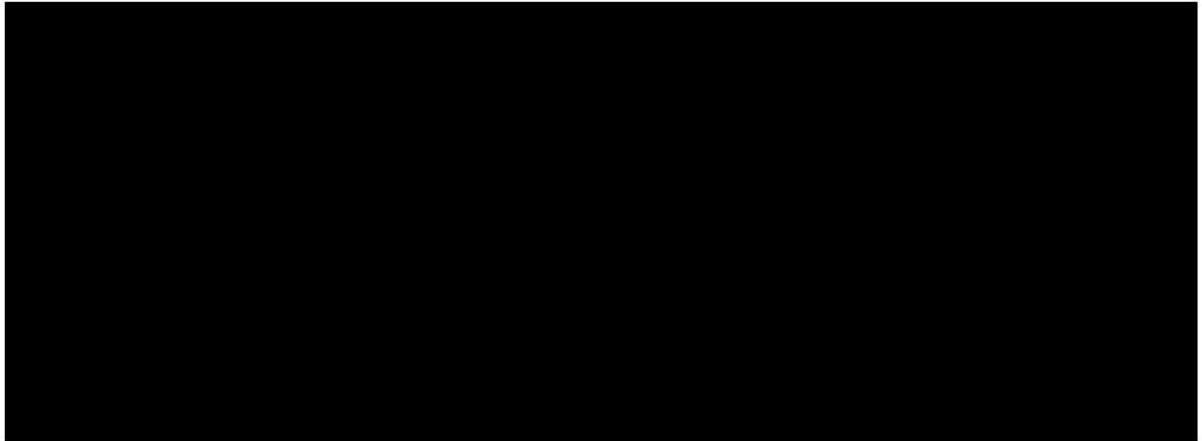
Kantar will provide full training for the online platform and regular training for how best to use panel data and get the most from our systems and datasets

KANTAR

9

Kantar will continue to embed the common language of AHDB through their Segmentation

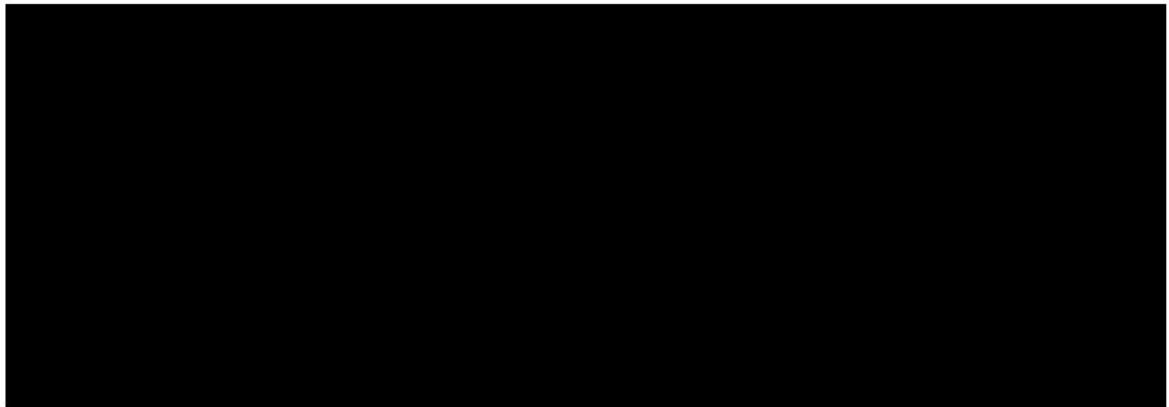
Making sure your investment drives real insight and action across the industry



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10

Kantar have clear guidelines to help you know what can and cannot be published in place and these would continue as per the current agreement



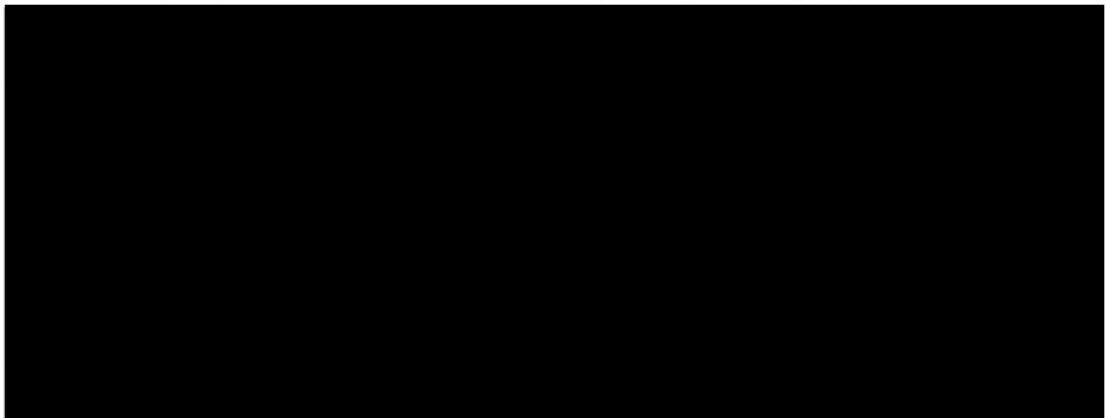
KANTAR

11

Sharing guidelines - Notes

^{*} This area requires consultation with the client service team, as the depth and level of information to be shared will have a bearing on what we can and can't be shared.

^{**} In most cases, our data can be shared with processors to look at performance and support pieces. Further/deeper analysis should be provided by their CS team.

- 1.
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12

Further guidelines

All data should be should be clearly sources and properly referenced with a full time period, category information.

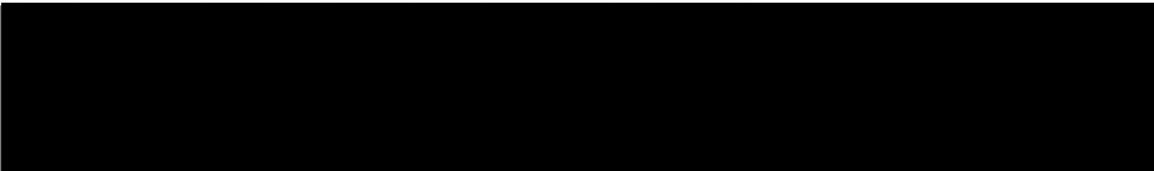


How is this referenced in the contract:

Publishing data externally

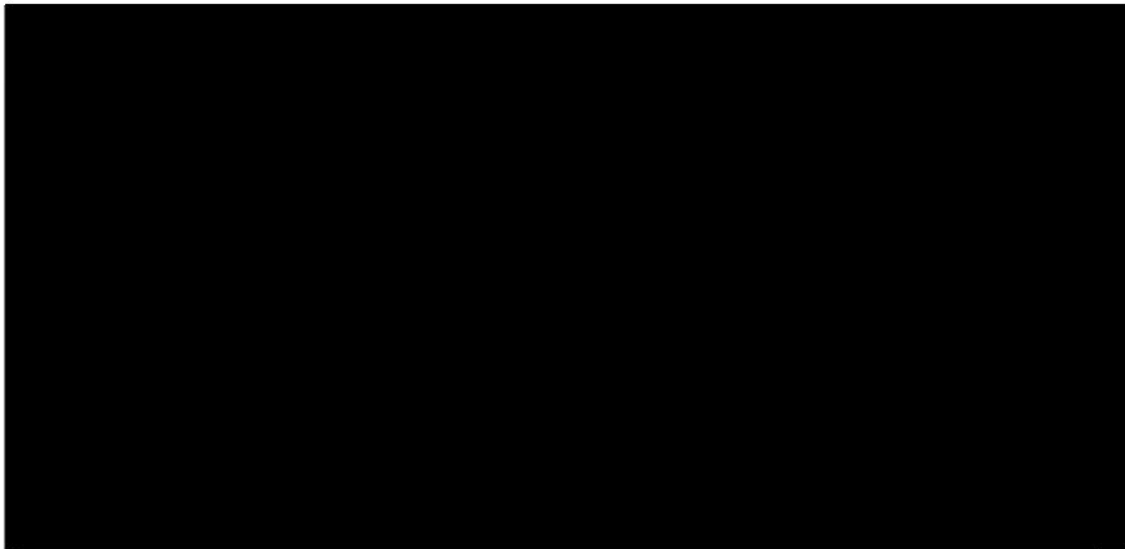
Worldpanel recognise that AHDB plays an important role in the promotion of Meat and Dairy and that your corporate portal and press articles are a key lever to achieve this corporate objective. Kantar are keen to have their data used in this way and welcome AHDB correctly referencing our data publicly. Kantar's guidance in this area is our data is to always be used in a fair and analytically robust way.

With this in mind, we would ask AHDB to follow this guidance for using Kantar data online and in press publications:



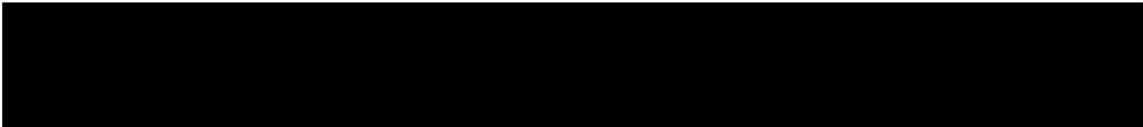
KANTAR

13

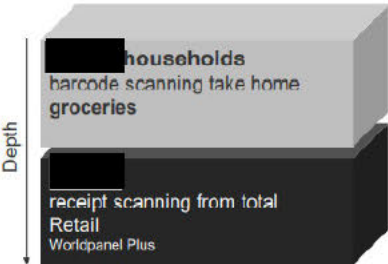


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14



— This will provide the most **precise understanding** of UK grocery shopping ever

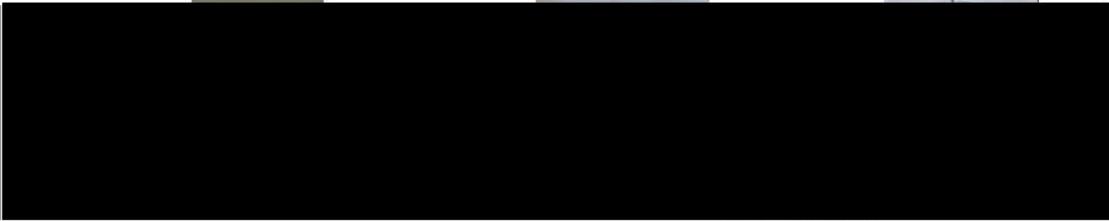


- shoppers
- shopping trips per week
- All grocery products sold in grocery stores
- Combined take home and on the go

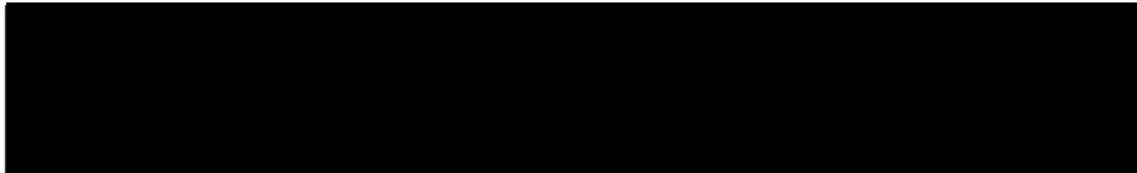
KANTAR

15

Key to this is the huge sample, the strength of the existing [REDACTED] panel and reliable capture of loose weight products from till receipts



All retailers have detail on product, price, weight for loose weight items, or quantity and price. This will drive reliable detail for loose weight at trip level and can be combined with our existing read from the [REDACTED] core panel



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16

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Lot 1
Meat Purchase Data

TQ2
Data Quality and
Accuracy



Why Kantar?

We believe we are well placed to deliver the service you require and provide value to you and your levy payers

We understand you

You have a unique position we have supported for 30+ years

We know your markets

Experts in panel data and analysing your markets

We have the best data

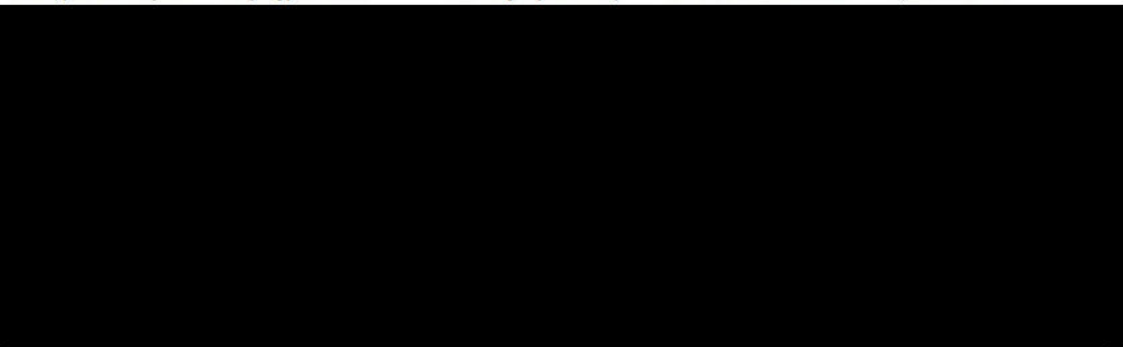
Market leading consumer panel data bought by the industry

We have great people

A great product needs a strong team to deliver and add value

We will develop and evolve

Innovating and using feedback to improve our service

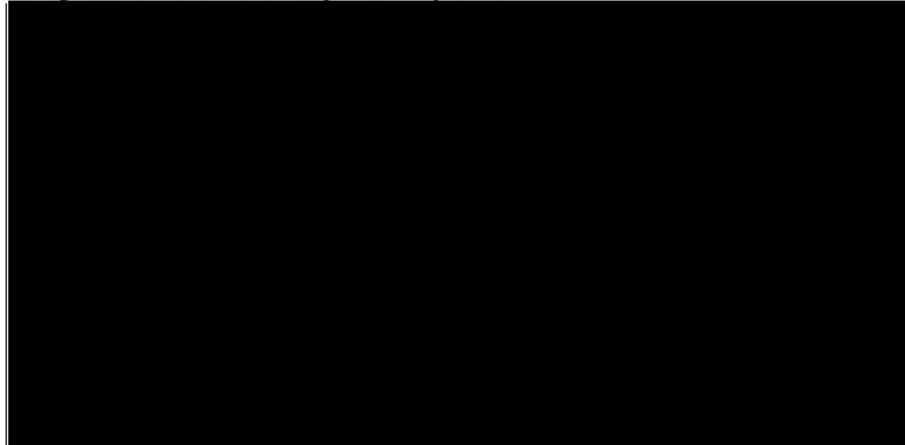


KANTAR

18

Why Kantar?

The Kantar service will enable you to continue to make decisions and give advice based on the most accurate and granular dataset driven by some key factors

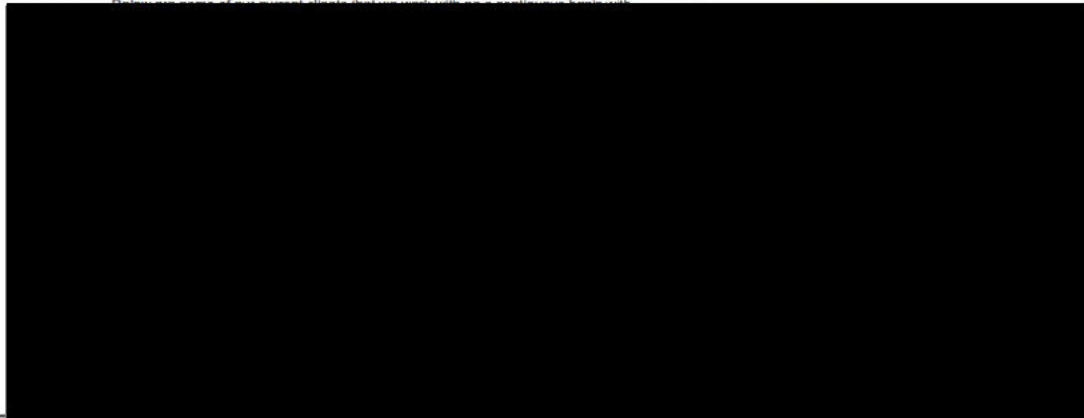


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19

We have worked with both you and the vast majority of the industry over a long period of time which supports the value, quality and application of the data but also means we have developed market leading category coding with you and your levy payers over that time and crucially with day to day interaction our dataset and its accuracy is stress tested ongoing

Delivered across 4 first quarter clients that we work with on a continuous basis with



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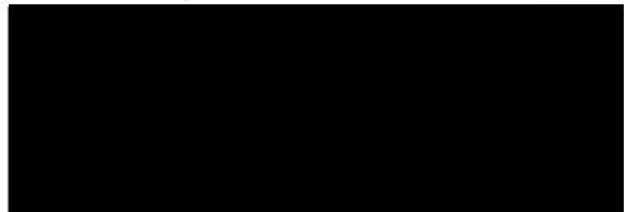
...and we know the context that you and your levy payers work within, with close relationships with UK retailers and all major manufacturers



Currency with the Protein Industry

Trusted by UK Grocery Retailers & Top Manufacturers

You can have confidence that we are currency in their core industries, with a huge base of clients invested in the service.



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21

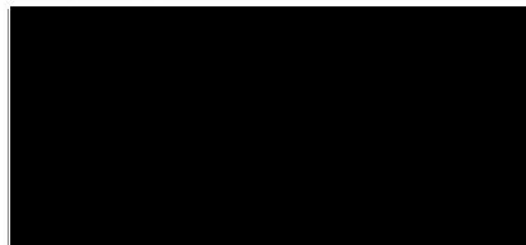
How do we collect the data?

Information collection from panellists



The Kantar Worldpanel consumer panel collects data from the largest continuous consumer panel in GB of [REDACTED] British households which reflect the British population. Each panel member is provided with barcode scanning equipment which allows them to record all take-home grocery purchases. Panel members scan the barcodes of all grocery products which they purchase and bring back into the home.

Non-barcoded items are recorded via a patented codebook. The information recorded by the panel member is retrieved overnight via the internet. Panel members also post or scan their till receipts which are then matched to their purchases. This allows us to understand:



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22

Ensuring accurate and reliable data

There are 5 key pillars to delivering accurate, precise and reliable data. At Kantar we have a continual focus on each of these and a track record of delivering against them.

Sample

Attracting the right people at scale

Task Compliance

Making sure the task gives consistent reliable results

Validation

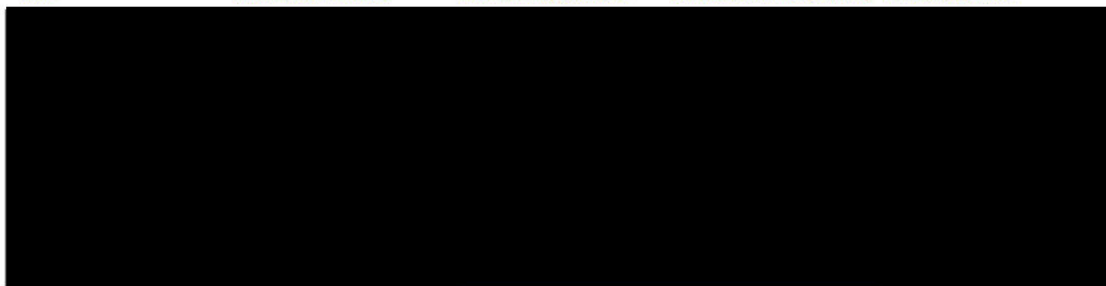
Ensure data collection is accurate through processes

Identification

Making sure we identify and code products to maximise granularity

Extrapolation

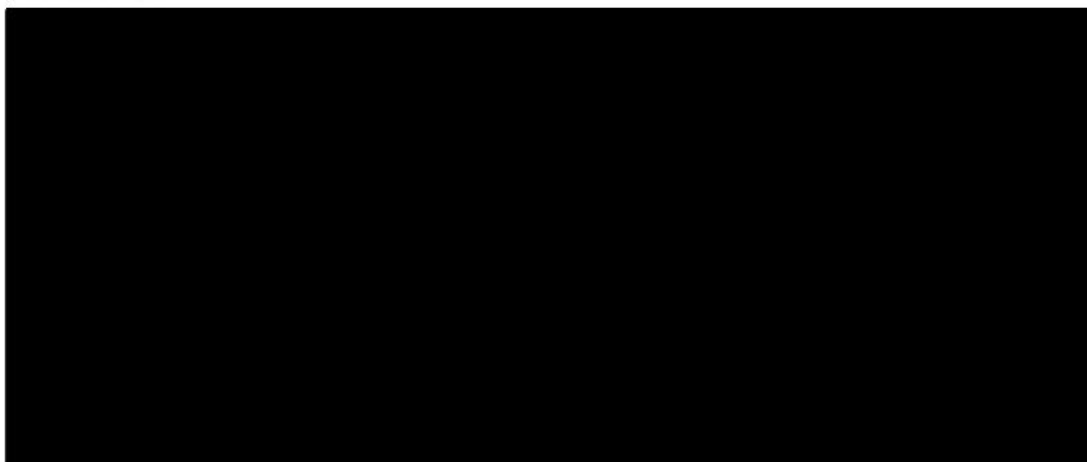
Building accurate estimates to reflect the population



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23

We have a well established process for the collection, processing, quality control and delivery of our data

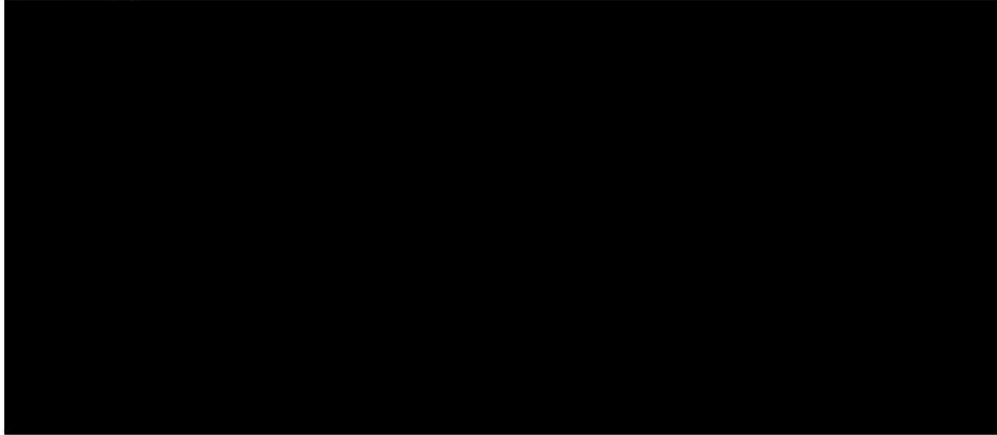


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24

Data Quality

Data Processing – The Panel Quality team is responsible for preparing the data for processing ensuring data quality & integrity.



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25

Coding expertise built up through years of experience

The markets AHDB, QMS and HCC cover are very complex markets to measure and code, our expertise ensures that AHDB can be confident in our definitions and our ability to evolve and move with the market



We have a market leading operational team of around [REDACTED] individuals focused on ensuring the data is of the highest quality.

Kantar work with all of the major processors, retailers and manufacturers which ensures we are able to code the market accurately, pick up new products as they enter the market and make sure we have the best granularity in the market

We are constantly looking to improve how we measure markets and are putting in place projects to ensure new markets are created as they emerge and are coded to the granular level which suits our clients.

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26

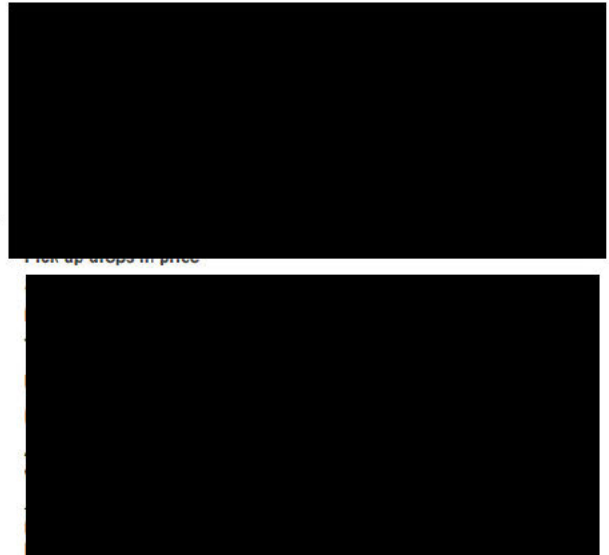
Recording Price and Promotions

Promotions are an increasingly important within the grocery market and recording these correctly is vital for any accurate retail read.

Over the last ten years, we've seen real changes in the promotional landscape, with increasing complexity across both products and markets.

As promotional offers become more widespread and more complex in their nature it is vital for you to have confidence in the reliability of the promotional measurement.

We collect promotional information from a number of sources including till receipts, retailer tapes, fieldworkers and algorithms in the dataset to identify multiple purchases.

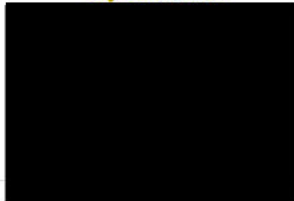


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27

We have the most accurate coverage of products and retailers and this combined with our large industry footprint ensures we have the expertise and detail you require

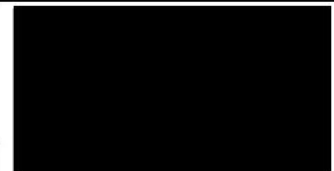
We understand the complexity of your markets



We understand and have the coverage of your markets



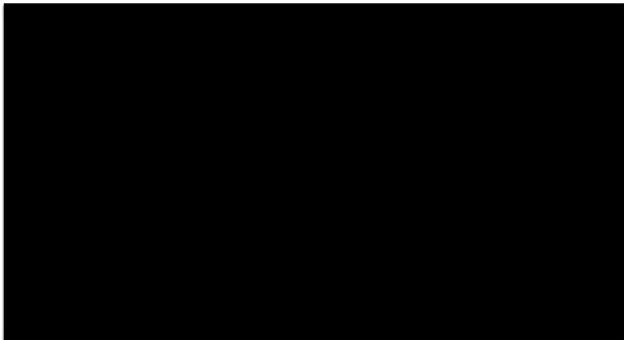
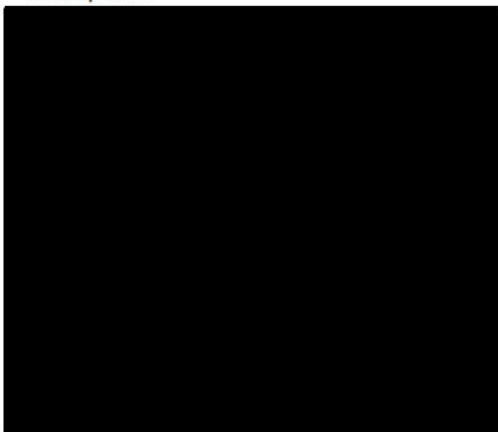
We understand and have ongoing relationships with your



KANTAR

28

A key part the accuracy of our data lies in both the coverage, methodology and coding that allows accurate pick up of complex areas but also the sample size of [REDACTED] shoppers on the core panel



You look to use data and derive insights that would not be possible on a smaller panel – our data gives you more opportunities to add value to your levy payers.

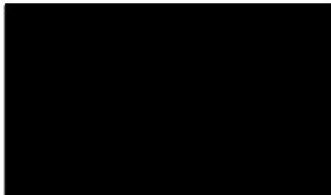
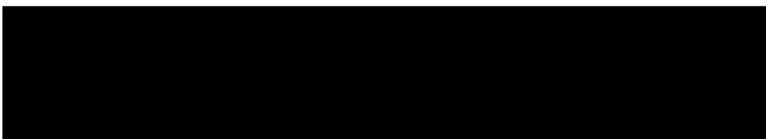
KANTAR

29

Cutting the data by region requires the accurate measurement to be able to split by region and the sample to be robust at that level



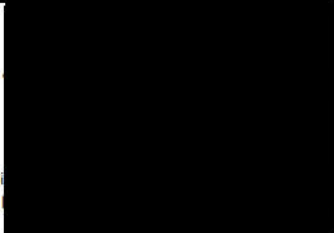
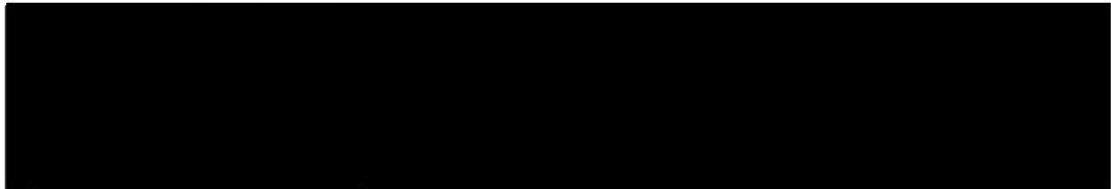
We recognise the different needs and requirements of each of the included bodies and are already working to these. The teams and dataset enable us to robustly filter the data to GB, England, Scotland and/or Wales and provide reports, data, analysis, presentations and commentary accordingly.



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30

Our data follows rigorous checks and a clear process to minimise risk of errors and we have dedicated service teams working daily with the data and a robust process in place to check and ensure the quality of outputs



In addition your client service team will check reports and databases to ensure they are correct and will review data on release.

Any errors in data and coding will be raised with our Client Delivery team and prioritised for reproduction. The exact time for this will be subject to the specific query in question.

We have a well established process for checking all ad hoc and client specific briefs for clients.

Data is checked throughout the project and on completion with final spot checks and sign off completed by an Insight Director

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AHDB can be confident in robustness and accuracy of our data

Kantar Worldpanel are 'ISO9001: Quality Management Systems' certified and were assessed in November 2019, audited by Marketing Quality Assurance Ltd (MQA).

We are committed to maintaining a robust quality management system in our business and processes, in order to deliver a higher quality and consistent product to our clients. The standard confirms that we have well defined and regularly reviewed processes and procedures.

Kantar Worldpanel is a Company Partner and accredited to the Market Research Society. The Market Research Society (MRS) is the world's leading research association. Our position in the MRS ensures that we meet the professional standards that all research practitioners must maintain.



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Kantar Worldpanel Division

www.kantarworldpanel.co.uk

MRS Membership

Company Partner

Accredited standards

ISO 9001

KANTAR

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Lot 1
Meat Purchase Data

TQ3
Customer Service
and Delivery



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Why Kantar?

We believe we are well placed to deliver the service you require and provide value to you and your levy payers

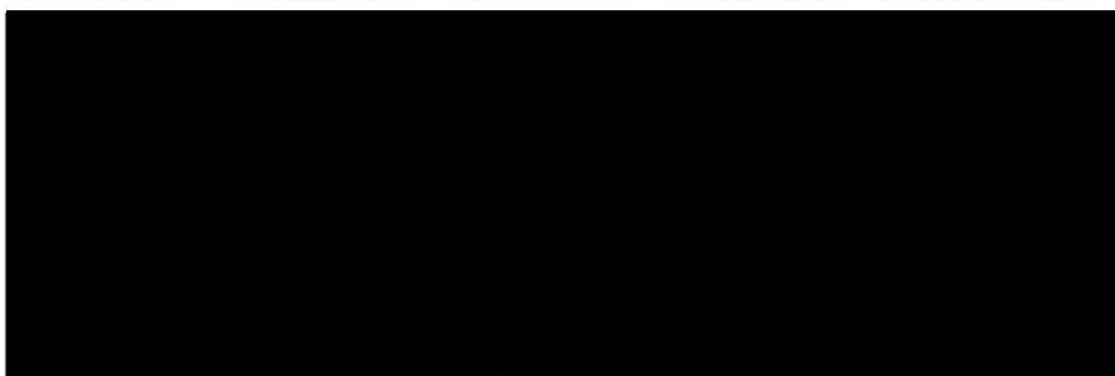
We understand you

We know your markets

We have the best data

We have great people

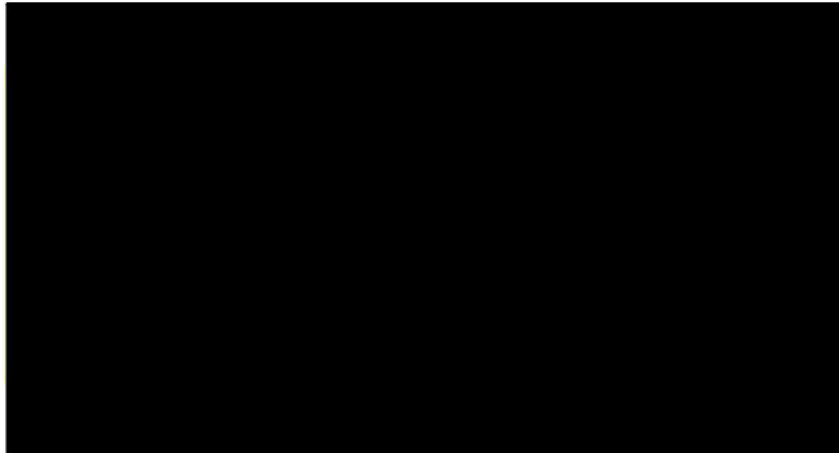
We will develop and evolve



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34

You will have access to a dedicated client service team with [REDACTED] years combined panel experience to support the needs of your organisations



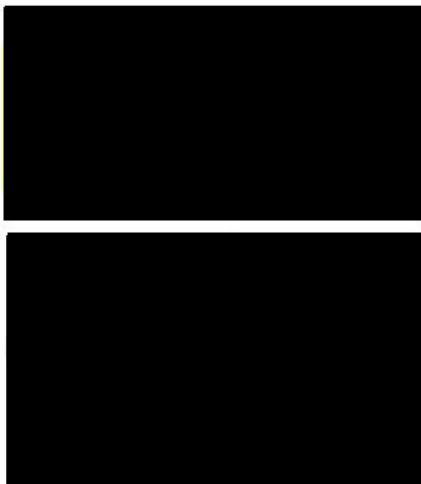
Client Service team and support is included within proposed data service. Current resourcing stated covers both Lots 1 and 2 combined and covers the anticipated service based on current requirements and assumes the successful renewal of the current specification for the purpose of this tender.

Support will include Account Management, responding to day-to-day questions, coding queries and technical support, training, onsite days, larger briefs and presentations and publication advice and sign off

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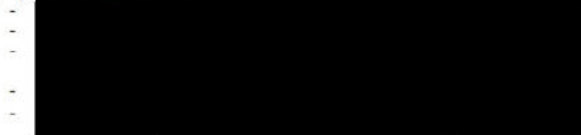
35

You will have access to a dedicated client service team with [REDACTED] years combined panel experience to support the needs of your organisations



Your Client Service Team will sit within a dedicated [REDACTED] team who work day-in-day out with the industry and your own levy players. This helps ensure you have:

- Market expertise on the industry and markets
- Access to regular Thought Leadership
- Dedicated Meat & Protein definitions and coding developed and maintained over many years through client interaction and knowledge alongside a team who understand this complex market
- Appropriate resourcing of your account to ensure you can gain insight and actionability from the dataset and provide value to your levy players. This will include:



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36

Clear guidance on roles and timelines will be provided on every project to ensure accuracy, senior support and timely delivery



KANTAR

37

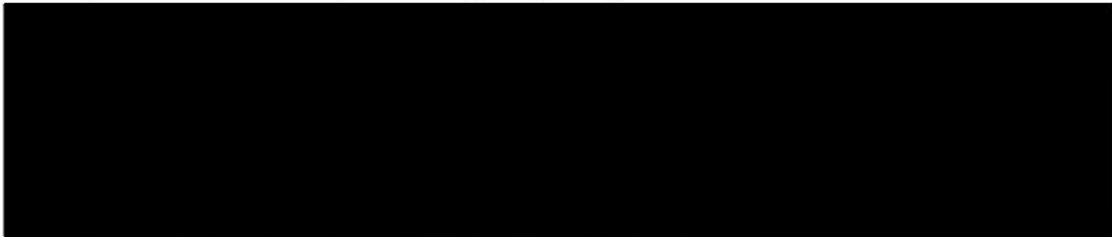
Your unique position means that our single source panel will help you fulfill your need for understanding of your markets, shoppers and consumers integrating all of the sources you purchase...



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As category experts in a dedicated MFP team, you will benefit from regular inclusion of market trends, macro context and specific insight capability



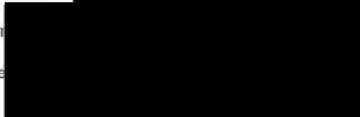
One team working together as a Single Source

AHDB already buy into our Out of Home and Usage panels and our teams will strive to work together to maximise the value you can receive



Skillset and Access to pivotal market information on Events

The team will provide regular contextual information and Thought Leadership on the category



Expertise to provide key insights on your category

The team are 100% focused on panel data and the MFP industry and will be able to recommend and provide insight led analysis, projects and answers to your key areas of interest.



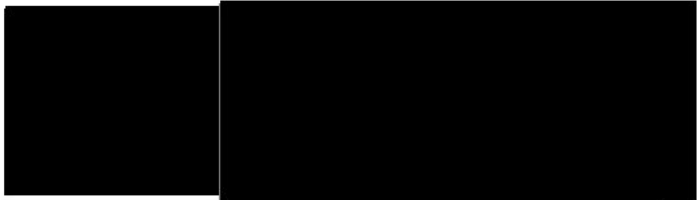
KANTAR

39

The team already work with AHDB, QMS and HCC and are familiar with meeting the needs of each organisation.



We recognise the different needs and requirements of each of the included bodies and are already working to these. The teams and dataset enable us to robustly filter the data to GB, England, Scotland and/or Wales and provide reports, data, analysis, presentations and commentary accordingly.

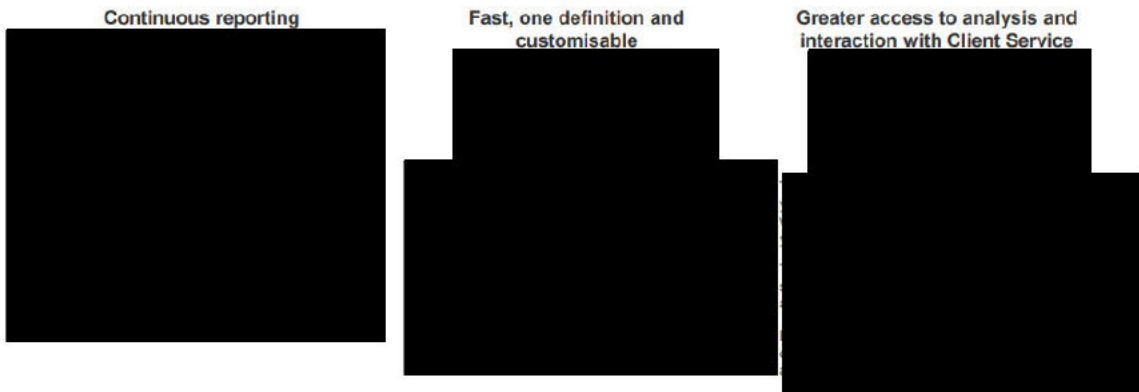


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40

Seamless access to your markets how you see them

The right tools now and in the future to support AHDB, QMS and HCC and their levy payers



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*If you would like to understand more about MyWorkpanel, Kantar would be happy to provide a further demonstration of the capabilities and discuss the benefits with one of the MyWorkpanel team

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As part of the service we will provide support and a continuous focus on improvement

Working with AHDB, QMS and HCC to improve our service

A culture of feedback

We are committed to a culture of regular feedback and development and have the following processes in place:

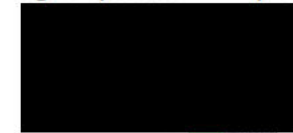
Learning & developing from each piece

Our planning process includes a review section to ensure we learn from each piece and ensure we are constantly learning.

Quarterly reviews

Quarterly two way review sessions have been a great open forum to discuss the service and develop action plans on how we can improve on both sides. We are committed to keeping and building on these so we have clear actions each quarter to ensure the optimum service to you

Regular updates on AHDB priorities



We have had regular induction sessions, sharing if wider context and clear plans of the AHDB schedule and priorities for the year



Training and Wider Support

We recognise the importance of the data and insights to you and the demand this places on you to provide value to your levy players.

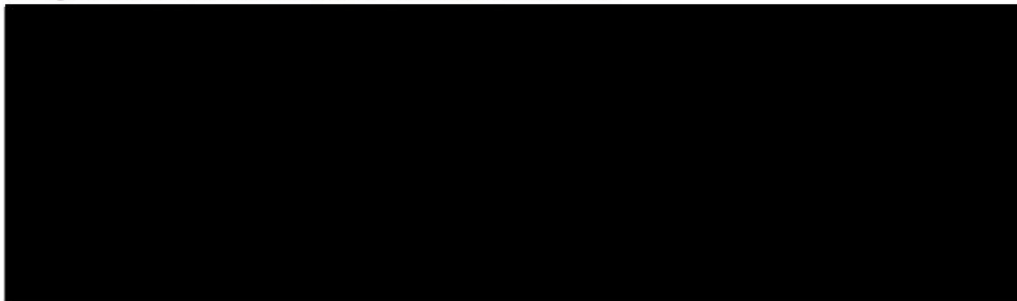
We are committed to supporting you with this and as part of the proposed agreement will provide regular training and support on the Online platform and the panel data to ensure you can maximise this



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We have the ability and expertise to give full fixture-to-fork insights to your organisation - collaborating with our experts to tap into the experience, expertise and thought leadership within your contracted services and our wider business



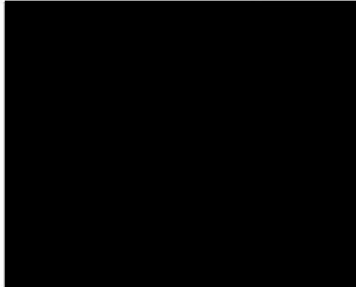
KANTAR

43

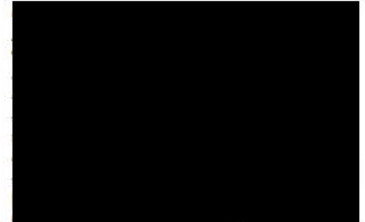
Kantar will continue to embed the common language of AHDB through their Segmentation
Making sure your investment drives real insight and action across the industry

Fixture-to-fork understanding of your segments from the experts

Kantar created the current AHDB segmentation and are the experts on these people and occasion segments



Tracking and tools



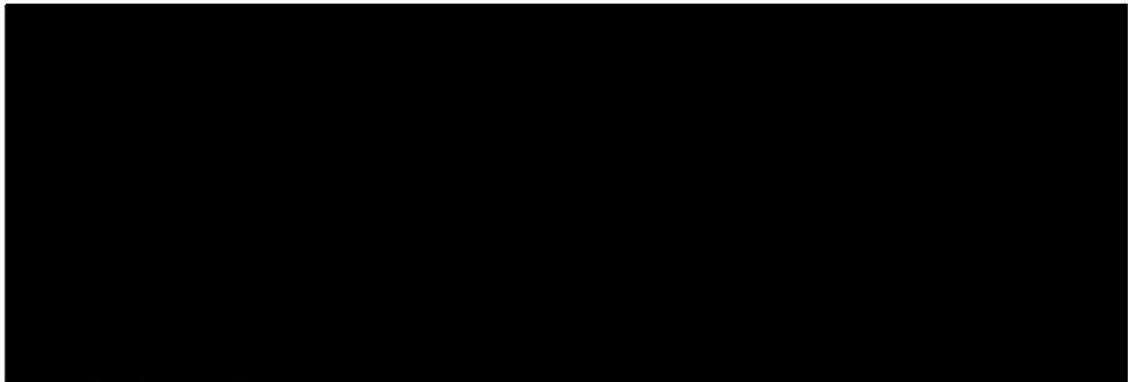
Integrated analysis in all briefs



KANTAR

44

Kantar have clear guidelines to help you know what can and cannot be published in place and these would continue as per the current agreement



KANTAR

45

Sharing guidelines - Notes

- * This area requires consultation with the client service team, as the depth and level of information to be shared will have a bearing on what we can and can't be shared.
- ** In most cases, our data can be shared with processors to look at performance and support pieces. Further/deeper analysis should be provided by their CS team.

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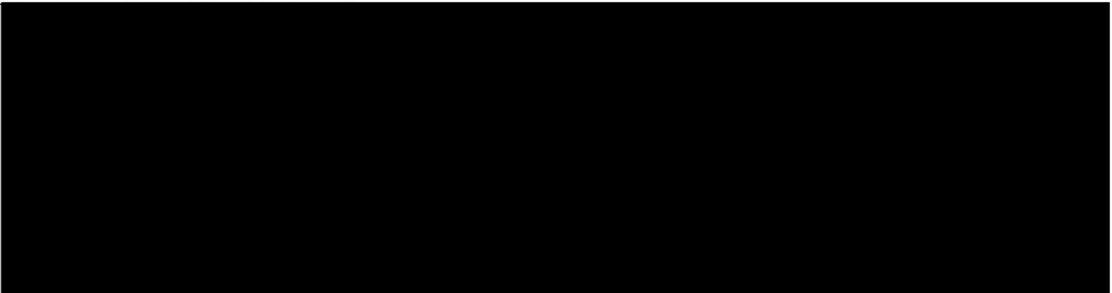
46

Further guidelines

All data should be clearly sources and properly referenced with a full time period, category information.

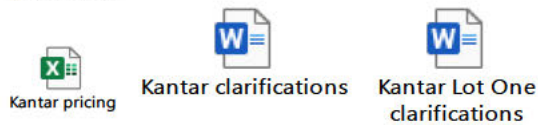


How is this referenced in the contract:



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