



EVENT PLANNING CONTRACT

This agreement is made effective as of 1 June 2023. In this Agreement the Agriculture and Horticulture Development Board (referred as AHDB) is contracted to provide goods and services to the Department for Business and Trade (referred as DBT).

BACKGROUND

Programme of export promotion activities delivered through the Agriculture and Horticulture Development Board (AHDB) between July 2023 and April 2024.

The Department for Business and Trade (DBT) wishes to contribute funding to enhance a programme of activities to generate export business for UK meat and dairy producers. DBT requires AHDB's expertise, industry relationships, contacts, and staff resource to deliver these activities. In some cases, AHDB will need to use the budget to pay for costs such as event / stand space. More detail is provided per activity below.

Therefore, the parties agree as follows:-

1) DESCRIPTION OF GOODS AND SERVICES:

AHDB will provide the following:-

1.1 Great Yorkshire Show, Harrogate 11-14 July 2023 (£[REDACTED]) - an inward mission of buyers from Asia, Middle East and the Americas. This will include a visit to the show, visits to farms and processors, an industry dinner and a meet the buyer event. DBT would contribute up to £[REDACTED] towards the costs of the networking dinner and meet the buyer event.

ROI This will connect international meat buyers with UK exporters. This inward mission will be an excellent opportunity to showcase our world-class meat industry to buyers in our target markets. Our meat is widely known for its quality, but generally costs more than products from competitor countries. We have a great story to tell on our provenance, traceability and high environmental and animal welfare standards, which justifies our higher price tag. This inward mission will allow us to demonstrate that story to buyers first hand and influence them to buy British. It will also build long-lasting relationships between buyers and suppliers, which is essential to build trust and long-term business. The additional networking dinner and meet the buyer event will provide the space for commercial conversations leading to export wins.

1.2 Espacio Food & Service, Santiago (Chile), 26-28 September 2023 (£[REDACTED]) - this market is particularly important for pork. The show is a gateway to the Latin American market, it draws key industry representatives from the hotel, restaurant, and institutional sector as well as retail and fast-food chains. It is a great event for networking and to build a contact base as it attracts more than 20,000 visitors. DBT would contribute up to £[REDACTED] towards the costs of an information stand at the show.

ROI This will be the first time for a UK presence at the show and we will use it to test the market and raise awareness of the high quality and high environmental and animal welfare standards of our pork. It is difficult to quantify, but the ROI will be new contacts with potential buyers, which will help us develop an important new market for our exporters.

1.3 Anuga, Cologne 7-11 October 2023 (£[REDACTED]) - the largest international food and drink trade show in world attracting a global audience of exhibitors and buyers. DBT would contribute up to £[REDACTED] to enhance the UK dairy pavilion at Anuga creating space for buyers to attend tutored tastings.

ROI - having this space to which we could invite buyers from around the world would be a huge boost for UK dairy producers, especially those exhibiting on the UK dairy pavilion. It would

greatly enhance the pavilion bringing us more in line with the kind of presence other dairy-producing countries have at the show and allowing us to compete more effectively. This has not been done before, but we estimate that the tutored tastings could attract between 50 and 100 international buyers to the UK pavilion. The tasting sessions would increase buyer knowledge and appreciation of our dairy products and help generate export wins.

1.4 FHC (Food & Hospitality China) Shanghai 8-10 November 2023 (£[REDACTED]) - a key show for our pork and dairy sectors. Timing will work particularly well this year, coming 10/11 months since COVID-related travel restrictions have been eased and the timing also works well for shipping deadlines for Chinese New Year (a key buying window). The show has good traction with our pork and dairy exporters, so there will be a strong presence. DBT would contribute up to £[REDACTED] to enhance the meat and dairy presence at the show with a networking event such as a dinner for key buyers and UK exporters.

ROI building long-lasting business relationships with buyers is critical for success in the Chinese market. A networking event/dinner will provide the means for UK exporters to do that and would support the UK presence at the show. We estimate the dinner could attract 15-20 key buyers. It will also be an opportunity to showcase our excellent pork and dairy products to buyers, persuading them to buy British and greatly increasing the chance of securing export wins.

1.5 Foodex, Tokyo 5-8 March 2024 (£[REDACTED]) - a growing market for beef, lamb, pork and dairy. Foodex is the largest food and drink trade show in Japan and bringing buyers together from all over the country as well as other countries in the region such as South Korea and Taiwan. DBT would contribute up to £[REDACTED] for an additional networking event such as a reception at the British Embassy, or a separate dinner.

ROI In the Japanese market, these kind of networking events are particularly important as they attract influential senior company representatives, who may not attend the Foodex trade show in person. A networking event would allow an estimated 15-20 key buyers and senior decision makers to taste our excellent produce and influence them to buy British. It will enhance the reputation of our producers and help generate export wins.

1.6 AMC (Annual Meat Conference) Tennessee 18-20 March 2024 (£[REDACTED]) - beef, lamb & pork. This is the only event in the USA dedicated to the retail segment of the meat industry and it offers excellent opportunities to meet serious buyers. The USA is particularly important to us as we have regained access to the market after a ban on UK beef and lamb lasting more than two decades. Industry estimates that the opening of the US market could be worth more than £100m to the UK beef and lamb sector over the first 5 years of trading. We need to capitalise on the lifting of these trade barriers to grow our exports to this lucrative market. AMC is part of a wider programme of activities in the USA to help us achieve that. DBT would contribute up to £[REDACTED] for a business networking reception to showcase our beef, lamb and pork, which would add considerable value to the UK presence at the show.

ROI The reception will connect buyers to UK exporters. This activity will deliver greater awareness and enhanced reputation for our meat amongst buyers and lead to new contracts and export wins.

2) PAYMENT FOR GOODS AND SERVICES:

DBT agrees to pay AHDB up to £[REDACTED] plus VAT for delivery of the goods and services outlined above. DBT will only pay for goods and services fully delivered. AHDB will submit an invoice after the event activity has been delivered, with the final invoice submitted prior to end of 2023/24 financial year. The AHDB invoice(s) should include the Purchase Order number provided by DBT and a breakdown of deliverables and any other details that DBT reasonably requests. Payment will be made by BACS to the bank details provided on the AHDB invoice.

3) CANCELLATIONS:

If the event is cancelled, or the goods and services are terminated by DBT, all payments incurred by AHDB are non-refundable, all outstanding payments due to date will be due immediately, and any payments due in the future are cancelled. Should any monies that AHDB have paid for items can recovered for DBT it will be done so and repaid accordingly.

4) ENTIRE AGREEMENT:

This Agreement contains the entire agreement of the parties and there are no other promises or conditions in any other agreement whether oral or written. This Agreement supersedes any prior written or oral agreements between the parties.

5) AMENDMENT:

This Agreement may be modified or amended only if the amendment is made in writing and is signed by both parties.

6) SIGNED:

On behalf of **Text Redacted** Business and Trade

Name **Text Redacted**
Position Commercial Lead
Date 29/02/2024

On behalf of the Agriculture and Horticulture Development Board

Text Redacted

Name **Text Redacted**
Position International Director
Date 6th July 2023