**Questions and responses:**

Is there a page limit regarding the proposal?

There was an attachment which went into more details and also included that. [AHDB International Consumer Subscription plan-May 22 Final.docx](https://www.contractsfinder.service.gov.uk/Notice/Attachment/67cb7961-73c5-4a7f-a8ed-7eb566fb6763)

I’ve extracted the relevant part here:

AHDB are happy that you are able use any material/brochure in your own style/format to showcase the subscriptions custom packages you can provide. This should be no more than 10 sides of A4 or 40 PPT slides.

If we put forward a single offer for unlimited users, would this be problematic for your scoring?

No it’s not a problem for scoring – we are aware different suppliers having costing structure and some suppliers costs vary depending on the number of licences. So we provided those numbers so agencies knew a min base level and AHDB would get examples of how cost varied depending on users.

Could you please elaborate on your definition of food service as well as in-home eating ?

Foodservice: - Food eaten out of the home in public places – restaurants, café, pubs etc excludes places like Schools, prisons

For clarity, please provide countries of importance within each region?

We want coverage across the regions – so there are not hard/fast pass fails but we will assess coverage within the proposal . Agencies should provide examples of the country coverage within the regions they can supply in the tender.

This is not a firm list - but to help give you an idea example coverage where insight has been used - includes

|  |
| --- |
| **Europe** |
| Belgium |
| France |
| Germany |
| Netherlands |
| Poland |
| Scandinavia |

|  |
| --- |
| **S.E. Asia** |
| China |
| Hong Kong |
| Japan |
| Singapore |
| Taiwan |
| Vietnam |
| South Korea |
| Philippines |

|  |
| --- |
| **North America** |
| United States |
| Canada |
| Mexico / Chile |
| **Middle East** |
| UAESaudiKuwait |

In terms of granularity for the Meat and Dairy data, how granular do you expect the data you are looking at to be?

Are you looking at meat and dairy or all their derivatives? i.e processed meat(chilled, shelf stable, frozen), yoghurt, cheese.

Similar to the country list - there is no hard pass/fail but will assess the depth you can go into within the budget. For meat we do look across Beef, Lamb and Pork for export so knowing the meat type within trends gives insight for the export team. Current detail does go to tier within that eg fresh/chilled, frozen processed. For Dairy we do look at Mainly Cheese – but access to Milk, Cheese, Yoghurt and Butter if available. We current don’t use further down tiers in Dairy beyond that.

What are your expectations when it comes to each research provider’s methodological approach? Will this be a part of your assessment?

Suppliers can provide details on their methodological approach via the brief or links to where it is hosted online. It is considered as part of the quality assessment when we are evaluating coverage and extent of analysis/market opportunities.

Would it be beneficial to have an explanation of the onboarding account management plan? Or would this be part of the presentation/future demo?

Include a 1 st proposal stage in the written document if it forms part of the quality of the insight you provide and how insight is available to AHDB

Would we be disqualified for putting an offer under 25k?

No - range was more to highlight max range rather than detailing a min amount.