

ADVANCE CONTRACT AWARD NOTICE (ACAN):

AGRICULTURE AND AGRI-FOOD CANADA (AAFC) - REQUISITION #01B68-14-0086

The Department of Agriculture and Agri-food Canada (AAFC) has a requirement for a contract to obtain a customized set of 20 food product category/segment 2014 sales and manufacturers' market share data. The purpose of this Advance Contract Award Notice (ACAN) is to signal the government's intention to award a contract for these services to the pre-selected supplier:

**ACNielsen Company of Canada
160 McNabb Street
Markham, Ontario, L3R 4B8**

**Dave Smart, Group Director
Professional Services**

Before awarding a contract, however, the government provides other suppliers with the opportunity to demonstrate that they are capable of satisfying the requirements set out in this Notice, by submitting a 'Statement of Capabilities' during the fifteen calendar day posting period.

If other potential suppliers submit Statements of Capabilities during the fifteen calendar day posting period that meet the requirements set out in the ACAN, the government will proceed to a full tendering process on either the government's electronic tendering service (buyandsell.gc.ca) or through traditional means, in order to award the contract

If no other supplier submits, on or before the closing date, a statement of capabilities meeting the requirements set out in the ACAN, a contract will be awarded to the pre-selected supplier, as referenced above.

PROJECT TITLE: Customized Food Industry Data 2014

BACKGROUND:

The Market and Industry Services Branch (MISB) of Agriculture and Agri-Food Canada (AAFC) has responsibilities involving the provision of food industry information and analysis to support departmental activities and initiatives.

MISB's Food Industry Division (FID) has identified a need to update food category/segment sales and manufacturer market share data on 20 product categories in 2014. This information will better enable the FID to prepare analyses associated with its mandate.

MISB has purchased from time to time manufacturers share data from ACNielsen Company of Canada. Current manufacturers share data dates back to 2011, which now results in analyses both less relevant and reliable.

OBJECTIVES:

The objective of this contract is to obtain for a customized set of 20 food product category/segment 2014 sales and manufacturers' market share data. The categories are: Ketchup, Tomato paste, Tomato sauce, Tomatoes – canned and bottled (C&B), Pasta sauce - C&B, Fruit apple sauce - single serve, Apple sauce, Tomato juice, Vegetable juices, Vegetables -frozen, Peas and Beans - C&B, Vegetables - C&B, Peanut butter, Broad leaf vegetable bagged, Prepared salads, Salad - bagged, Snack foods, French fries, Dinners & entrees - frozen, and Baked Beans.

The data is to help facilitate FID's ongoing food industry analyses.

SCOPE OF WORK:

The Contractor will complete the following task:

- Provide food category/segment sales and market share data for all food manufacturers with sales in Canada for each of the 20 specific product categories identified by AAFC, from point of sale scanner data.
- The data will include market share, sales revenue, number of units sold, as well as shares of private label for each requested category.
- The information will be provided on a national basis for 2014 as well as year ago percent change.

TIMING AND DELIVERABLES:

The ACNielsen company will provide the customized report of 20 product categories in English and in an electronic format (i.e., in Microsoft Excel), to the Project Authority, no later than March 31, 2015.

MINIMUM ESSENTIAL QUALIFICATIONS:

To fulfill the requirements of the contract, the person or firm must have the following minimum qualifications and experience:

- The person or firm must be able to provide point-of-sale scanner data methodology; and
- The ability to provide: (1) estimates of Canadian national retail food sales in food categories/segments for 2014 based on point of sale scanner transactions records from a large and nationally representative set of grocery, drug and mass merchandiser retailers; and (2) by category, year over year percentage sales changes from 2013.

GOVERNMENT OF CANADA REGULATIONS EXCEPTION:

The Treasury Board's Government Contract Regulations, Part 10.2.1 Section 6 states there are four exceptions that permit the contracting authority to set aside the requirement to solicit bids. The exception for related to this ACAN includes:

d. "only one supplier person or firm is capable of performing the contract."

JUSTIFICATION FOR THE PRE-SELECTED SUPPLIER:

Given the ACNielsen Company's proprietary databases of scanned sales transaction at retail point of sale, it is uniquely and solely positioned to provide comprehensive market information for food sales in Canada. This data is not available from any other supplier as Nielsen has exclusive rights to retail data. AAFC has acquired this type of information and other sales data from The ACNielsen Company many times in the past without any challenge from suppliers.

CONTRACT PERIOD:

The initial contract period will be from contract award extending to March 31, 2015.

ESTIMATE OF COSTS:

It is intended to award a service contract to the supplier below for a firm fixed price of \$60,000.00 (excluding applicable taxes).

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PROJECT AUTHORITY:

The Project Authority for the contract is:

Denyse Landry
Senior Economic Analyst, Market and Industry Service Branch
Food Industry Division, Agriculture and Agri-Food Canada
1341 Baseline Road, Tower 5, Floor 4, Room 347
Ottawa, ON K1A 0C5
Tel: (613) 773-0186; Fax (613) 773-0200
Email: Denyse.Landry@agr.gc.ca

CONTRACTING AUTHORITY:

The Contracting Authority for the contract is:

Parker Kennedy
Senior Contracting Officer
Agriculture and Agri-Food Canada (AAFC)
1341 Baseline Road, Tower 5, Floor 2, Room 345
Ottawa, ON K1A 0C5
Tel: (613) 773-0937
E-mail: parker.kennedy@agr.gc.ca

SUPPLIERS RIGHT TO SUBMIT A STATEMENT OF CAPABILITIES:

Suppliers who consider themselves fully qualified and available to meet the specified requirements, may submit a Statement of Capabilities in writing to the contact person identified in this Notice on or before the closing date of this notice.

The Statement of Capabilities must clearly demonstrate how the supplier meets the advertised requirements. Statements of Capabilities must be delivered to and received by the Contracting Authority on or before the closing date.

The closing date and time for accepting Statements of Capabilities is **March 20, 2015 at 12:00 P.M. (EST, Ottawa time)** to the following address:

Parker Kennedy
Senior Contracting Officer
Agriculture and Agri-Food Canada (AFFC)
Professional Services Contracting Unit
1341 Baseline Road, Tower 5, Floor 2, Room 345

Ottawa, ON K1A 0C5
Tel: (613) 773-0937
E-mail: parker.kennedy@agr.gc.ca

Requisition Number: ACAN # 01B68-14-0086

Statements of Capabilities must be mailed or faxed on or before the closing date. Statement of Capabilities received on or before the closing date will be considered solely for the purpose of deciding whether or not to conduct a more extensive tendering process. Information provided will be used by the Crown for technical evaluation purposes only with respect to a decision to proceed to a further competitive process. Suppliers that have submitted a Statement of Capabilities will be notified in writing of AAFC's decision to proceed to award the contract without a further additional tendering process.

Should you have any questions concerning this requirement, contact the Contracting Officer identified above. The AAFC Solicitation Number (01B68-12-0044), the Contracting Officer's name and the closing date of the ACAN must appear on the outside of the envelope in block letters or, in the case of facsimile transmission, on the covering page.

The Crown retains the right to negotiate with suppliers on any procurement. Documents may be submitted in either official language of Canada.