

Erin Massey, Senior Contracting Officer

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ADVANCE CONTRACT AWARD NOTICE (ACAN): #01B68-15-0266

The Department of Agriculture and Agri-food Canada (AAFC) has a requirement for the provision of access to detailed reports covering Health and Wellness sectors including processed organic data, detailed packaged food data for every subsector and detailed fresh food 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:

**Euromonitor International Inc.
224 South Michigan Avenue, Suite 1500,
Chicago, IL
60604 USA**

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 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.

BACKGROUND

The Global Analysis Division (GAD) of MISB has an existing contract with Euromonitor for more generic data as part of the Passport contract which will end March 30th. It held this contract since 2009. The contract was put in place through an Advance Contract Award Notice (ACAN). The past contract referred to above was set up as a Standing offer one year with three possible years of call up.

The objective of the work derived from this secondary information is to strengthen the sector's ability to understand the Canadian and global marketplace and penetrate world markets. Supporting these efforts is well aligned with the Growing Forward II vision of innovation that targets market demands within our environment in order to foster prosperity and opportunity for the entire value chain, creating benefits for all Canadians.

CURRENT REQUIREMENTS

The contractor will provide online access to a unique collection of detailed (Vertical) data sets and reference studies which constitute a significant portion of the information used by the Global Analysis team to provide various analytical reports to industry, as well as to support internal AAFC projects and policy development.

Given the growing number of Euromonitor components, it has become essential that AAFC obtain access to these separate services in a single bundle will allow the Global Analysis Division to more effectively align its procurement of services with coming priorities and available budget.

AREAS OF APPLICATION

The detailed data provided will be of particular use to staff analyzing the opportunities in 80 countries. The system allows users a detailed view of sectors and sub-sectors highlighting several areas of opportunity including:

Retail Trends:

- Health and Wellness (detailed retail sales, distribution, studies and company shares)
- Fresh Food (detailed retail sales, distribution, studies and company shares)
- Packaged Food (detailed retail sales, distribution, studies and company shares)
- Economies and Detailed Consumer Trends

Geography:

- Full coverage
- Annual global, regional and national statistics
- Annual global briefings and global company profiles
- Annual national reports and local company profiles
- Monthly and weekly articles on trends and issues
- Personalised searching and downloading
- Visualisation of data (Dashboards)
- Personal updates on newly published research (Alerts)

DELIVERABLES

The contractor will provide online access to its data and analysis via IP address and/or user ID for AAFC and its affiliates. This will include access to the new data bundle.

CONTRACT PERIOD

The proposed contract is for a period of 12 months, from March 20, 2016 to March 19, 2017.

ESTIMATE OF COSTS

The estimated value for a one-year contract is \$195,729.00 CDN., taxes not included.

SUPPLIER NAME AND ADDRESS

**Euromonitor International Inc
224 South Michigan Avenue, Suite 1500,
Chicago, IL
60604 USA**

MINIMUM ESSENTIAL REQUIREMENTS

The contractor must be able to provide Web access to information which provides a complete view of data by sector and sub-sector as outlined below, with retail sales and company shares as well as distribution channels available, in value and quantity, and with historical and forecast data going into 2020.

Retail Trends:

- Health and Wellness (detailed retail sales, distribution, studies and company shares)
- Fresh Food (detailed retail sales, distribution, studies and company shares)
- Packaged Food (detailed retail sales, distribution, studies and company shares)
- Economies and Detailed Consumer Trends

▪ Geography:

- Full coverage
- Annual global, regional and national statistics
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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:

The data provided by Euromonitor is mostly exclusive, and AAFC cannot obtain it elsewhere. Euromonitor uses a uniform system for all sections and sectors for the agri-food and seafood markets. The technology used to retrieve, package and report this data is also exclusive. Euromonitor is the only company able to provide access to these information products.

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 **Thursday March 10th, 2011 at 12:00 P.M. (EST, Ottawa time)** to the following address:

Agriculture and Agri-Food Canada (AAFC)
Central Material Management Centre (CMMC)
Professional Services Contracting Unit
1341 Baseline Road, T5-2-345,
Ottawa, ON K1A 0C5
Attention: Erin Massey, Senior Contracting Officer
Solicitation Number: ACAN # 01B68-15-0266

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 (01B68-15-0266), 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.

CONTRACTING AUTHORITY:

Erin Massey

Senior Contracting Officer

Agriculture and Agri-Food Canada (AAFC)

1341 Baseline Road, Tower 5, Floor 2, Room 345,

Ottawa, ON K1A 0C5

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