

PSFPI Compact Red Meat

Your guide to effective public sector
tenders and responsible red meat sourcing

Turning the public sector into business success

The public sector in England alone spends almost £2 billion on food and catering supplies and the purchase of red meat – beef, lamb and pork – represents a significant proportion of this spend. This, therefore, offers a huge business potential for suppliers of red meat across Great Britain.

If you are a producer or a supplier, you may either be unaware of the opportunity, or lack the know-how to set the wheels in motion. One of the main aims of this booklet is to overcome such obstacles and provide a clear and concise guide to putting together effective responses to public sector tenders. This will include advice on where to look to achieve advanced visibility of upcoming tenders in order to make it easier for you to sell either directly, or become a second tier supplier into the public sector.





Responsible sourcing for complete peace of mind

Another objective is to raise awareness of existing quality schemes to ensure all public sector organisations purchase their meat from an assured source.


Food assurance is a tangible endorsement of provenance. Participation in a recognised and accredited assurance scheme should guarantee that the purchased food has been produced to independently audited required standards from farm to the consumer. This ensures that food safety, hygiene standards, animal welfare standards and the environment are maintained to a high level.

In their publication 'A fresh approach to improving food procurement in the public sector', the Office for Government Commerce (OGC) has produced the following advice for public bodies:

*'Contractors should ensure that wherever possible the supply of all raw food should originate from sources participating in a recognised national or international assurance scheme or equivalent standards (where such schemes exist).'**

What's more, as part of their overall food strategy, the Government has made additional information and guidance available from other areas. This includes the establishment of a Healthier Food Mark that aims to create a market for healthier, more sustainable food whilst improving the food offer within public sector settings. For more information, visit www.doh.gov.uk and follow the link to Healthier Food Mark.

Similarly, the EU has issued advice to public bodies as part of their Green Public Procurement initiative. It is believed this will form the basis for policy across Europe and English public bodies will be encouraged to participate within it. For more information visit www.ec.europa.eu/environment/gpp/toolkit_en



As a means of improving both the quality of the food they serve and their ability to market their service to parents, many schools are now working with the Food for Life Partnership. Key within the award criteria is the need to buy farm assured food including meat.

Most of the participating schools will look to work with either their local authority or contract catering service provider on delivering the requirements for Food for Life. However, some schools now run their own catering service and may welcome a direct approach from producers. For more information visit www.foodforlife.org.uk

This overall focus on quality and safety stems from the Public Sector Food Procurement Initiative (PSFPI) – a government strategy set up to create a world-class, sustainable farming and food sector that will contribute to a better environment and healthier, more prosperous communities.

This initiative additionally strives to improve the efficiency of public sector food procurement, so within this booklet you'll find information on sourcing the best cuts of red meats available. As a buyer within the public sector, you'll therefore know which cuts are right for your menu and recipe choices. On the flip side, as a supplier, you'll know which ones to recommend.

Keeping you ahead of the competition

Collaboration in procurement is an emerging theme across the public sector. Already, large departments such as the Ministry of Defence (MOD), National Offender Management Service (NOMS), Department For Children, Schools and Families (DCSF) and the National Health Service (NHS) working together to drive efficiencies into their purchasing. Subsequently, frameworks for food standards will be set up and producers will need to identify national suppliers and keep them informed of what and when supplies are needed.

With this in mind, if you're a supplier trying to establish new business in the public sector, there are various online portals you should register on to help producers identify you. They aim to bring together public sector buyers with suppliers (including farmers and processors) by providing access to local and national opportunities that will suit the scale of your business.

There are four primary sites you can register with:



1. www.ted.europa.eu

TED (Tenders Electronic Daily) is a database of European tenders that forms part of the European Commission's 'Official Journal of the European Union'. It provides free access to business opportunities and is updated five times a week with approximately 1500 public procurement notices from the European Union, the European Economic Area and beyond. It allows you to browse, search and sort procurement notices by country, region, business sector and more.

Once you have registered on this site you will then need to ensure you regularly log on to see which contracts are being let.

TIP: When logging on enter the word 'Meat' into the search box and this will take you straight to the Meat based tenders.



supply2.gov.uk

supplier route to government

2. www.supply2.gov.uk

Supply2.gov.uk is the only official government lower-value contract opportunity portal, created specifically to provide small businesses with visibility of public sector contract opportunities typically below £100,000.



3. www.tendersdirect.co.uk

Tenders Direct.co.uk has tenders for contracts of all sizes within the public sector. It has a dedicated team to profile your business and will deliver relevant opportunities to you.

PublicTenders.net

4. www.publictenders.net

PublicTenders.net is updated every hour with all the very latest public sector tenders and contract awards.

Quality you can be proud of

If you are a buyer of red meat for a public sector organisation, you'll want to be confident of the meat's traceability, quality and safety. The way to do that is to look to businesses that are licensed under the Red Tractor Logo – a scheme that ensures the meat's traceability from farm through to pack. Similarly, as a supplier to the public sector, you'll want to ensure your produce is part of the Red Tractor scheme in order to maximise your business potential.

All Red Tractor food is independently inspected at all levels including the farm, transportation, processing and packing. This means that all beef, pork and lamb featuring the mark is fully traceable back to the farms, and has been produced to the required standards. Standards can be viewed at www.redtractor.org.uk

By buying Red Tractor Assured Meat public bodies are effectively delivering efficiency savings as the cost of independent audit is borne by each of the links in the supply chain. That audit is based on the key aim of traceability and encompasses Food safety, Food Hygiene and Animal Welfare.

Quality Assurance Schemes are so important, in fact, that 111 respondents in a recent survey of LEAs claimed to use about 240 different schemes*. On an importance scale of 1 to 10, meat's 'traceability' scored a 9.34 average proving LEAs consistently hold strong feelings regarding food provenance.

For more information
and to find your local
Red Tractor stockist, visit
www.redtractor.org.uk



*AHDB Survey of attitudes to PSFPI
within Local Education Authorities 2009.

Quality you can be proud of

Red meat is an excellent source of protein and minerals which provides energy to the body, essential for movement and the general functioning of the body.

The levels of fat in red meat have been reduced over the last 20 years through a combination of improved animal husbandry and better butchery techniques. Of the fat in red meat around 50% is unsaturated which is considered to be a good fat, closely associated with the Mediterranean diet.

Vitamin B12 – Helps with the formation of red blood cells and bone marrow, helps to maintain a healthy cardiovascular and nervous system and a deficiency in B12 can be a cause of anaemia.

B1 (Thiamine) – Supports the body's energy production and helps the heart, digestive and nervous system to function.

Zinc – Essential for healthy skin, bones and teeth, the immune and reproductive systems, the functioning of the liver and the sense of smell and taste. Zinc helps with wound healing and helps to prevent bedsores. Zinc is an important mineral for the development of the brain in young people.

Iron – Carries oxygen from the lungs to the tissues around the body. An iron deficiency can be a cause of anaemia.

Vitamin D – Helps with the absorption of calcium and therefore essential for bone development. Essential for a healthy heart.



Ethnic diversity and equality

Members of ethnic minority groups follow the traditional dietary practices associated with their cultural background and religious beliefs. For Halal Muslim consumers, where red meat plays an important role in the diet, there is the need to provide farm to plate guarantees that the meat they are served is Halal.

The purpose of Halal meat production is to ensure that the meat produced is drained of blood and is safe for human consumption. This principle is reinforced in the Quran where it states:

"O mankind eat what is Halal (lawful) and Tayyib (good, clean, wholesome, pure, etc.) on earth and do not follow the foot steps of Satan, truly he is an open adversary to you" (Surah Al Baqarah 2:168)"

As a buyer you should also be aware of the three most prominent and trusted Halal certification bodies within Muslim communities. Each has varying concerns, particularly surrounding the issue of stunning and mechanical slaughtering, and each can be contacted for help identifying Halal certified food processors:

- 1. The Halal Food Authority (HFA) www.halalfoodauthority.co.uk**
- 2. The Halal Monitoring Committee (HMC) www.halalmc.net**
- 3. The European Halal Development Agency (EHDA) www.ehda.co.uk**

There are a lot of issues surrounding the sourcing and procurement of Halal products. Such issues relating to red meat are well covered in a DVD 'The Quality Meat Supply Chain for the Muslim Consumer' produced by EBLEX.

**To request your copy or for more information,
visit www.eblexfoodservice.com or call 0870 606 30 30.**

Selecting the best cuts for public sector catering

EBLEX and BPEX have developed a completely new specification and coding manual for beef, lamb and pork products in an attempt to help butchers and suppliers understand which cuts are right for public sector catering.

This is important in order to overcome numerous product inconsistencies that result from a saturated marketplace, lifestyle changes and increasing demand from the discerning consumer.

If you are a buyer, learning about the optimum cuts available will help you manage your budgets more effectively and plan your menus accordingly. Alternatively, if you are a supplier, this knowledge will set you in a favourable light to buyers, as you'll be able to confidently recommend a tailor-made package for them.

For a full list of the most relevant cuts for the public sector visit www.eblexfoodservice.com and www.porkforcaterers.com



Got a question?

If you haven't found what you're looking for within this booklet and need additional information, please get in touch by calling Hugh Judd 07966 083164 for beef and lamb, or Tony Goodger 07775 535212 for pork.



EBLEX and BPEX are divisions of the
Agriculture & Horticulture Development Board (AHDB),
Stoneleigh Park, Kenilworth, Warwickshire CV8 2TL

