

Call for proposals for an implementing agency for a multi-program aimed at promoting European fodder in Japan, Vietnam, Taiwan, and Indonesia

1 Introduction

The European Union provides co-funding for information and promotional initiatives for agricultural products (AGRIP Program) both within the EU and in third countries as outlined in Regulation (EU) 1144/2014 by the European Parliament and Council. In line with this, the Association of European Fodder Producers (AEFA) and FILIERA Italiana Foraggi (FILIERA) both together known as the **Proposing Organizations**, will submit a joint proposal as part of the 2023 call proposals for the development of a program aimed at promoting European dehydrated fodder in Japan, Vietnam, Taiwan, and Indonesia for the years 2024, 2025, and 2026. The campaign will last latest by November 2026.

AEFA is the Spanish Manufacturers Association of Dehydrated Alfalfa and the only organisation representing the interests of the sector in Spain. It is constituted by more than 90% of Spanish dehydrated fodder manufacturers and works for the promotion and representation of the Spanish sector, associate members and their products. More information on AEFA can be obtained on the following website: <https://www.alfalfaspain.es/?lang=en>

FILIERA Italiana Foraggi Soc. Consortile A R.L. is an organisation established in 2015, representing Italian Dried Fodder Association (AIFE) and 26 other producers of dried and dehydrated fodder in Italy. The organization is dedicated to advancing sustainability and maintaining highest quality in the production of fodder, organizing promotional and research activities, and developing presence in foreign markets among other activities, while embracing the latest developments in the industry. More information on FILIERA can be obtained on the following website: <https://filiერთalianaforaggi.it/>

AEFA and FILIERA jointly open this call for proposals process, for the selection of an implementing body (also referred as the **Agency**) for the development and implementation of a communication campaign for the promotion of fodder in Japan, Vietnam, Taiwan and Indonesia.

The goal of this campaign is to **increase awareness and knowledge of European dehydrated fodder** and production practices. The focus is on highlighting the unique features of these products, particularly in regard to **quality, traceability, sustainability, and safety**.

The primary aim of the AGRIP Program is to strengthen the competitiveness of the European agricultural sector. To achieve this, the program has the following goals:

1. Raise understanding of the benefits of EU agriculture and the strict standards used in EU agriculture production.
2. Increase the competitiveness and popularity of EU agriculture and certain agrifood products both within and outside of the EU.
3. Increase recognition of EU quality schemes.
4. Expand the market share of EU agriculture and certain food products, with a focus on high-growth potential markets in third countries.

The participating agencies must have knowledge of and accept all the terms of the legislation that regulates this type of programmes, as summarized below:

- Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008. Available: https://eur-lex.europa.eu/legal-content/en/TXT/?uri=OJ%3AJOL_2014_317_R_0004
- Commission Delegated Regulation (EU) 2015/1829 of 23 April 2015 supplementing Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries Available: https://eur-lex.europa.eu/legal-content/en/TXT/?uri=uriserv:OJ.L_.2015.266.01.0003.01.ENG
- Implementing Regulation (EU) 2015/1831 of 7 October 2015 laying down rules for application of Regulation (EU) No 1144/2014 Available: <https://eur-lex.europa.eu/legal-content/GA/TXT/?uri=CELEX:32015R1831>

1.1 Terms

- Whereas this call for proposals process and the campaign proposed for implementation are dependent on obtaining European co-financing, it is hereby acknowledged that a final decision regarding the implementation of the campaign cannot be made until the Research Executive Agency (REA) announces the outcome of the funding program. In the event that the necessary funding is not obtained, it is further acknowledged that the call for proposals process and the campaign proposed for implementation could be cancelled without any liability or obligation to the agencies.
- All agencies participating in the call for proposals process hereby acknowledge and agree that the Proposing Organisations shall not be liable for any costs, expenses, damages or other liabilities incurred by any agency or third party as a result of the preparation and/or cancellation of the call for proposals process. This provision shall survive the termination of this call for proposals process.
- Agencies submitting proposals in response to this call acknowledge and agree that they will not receive payment from the Proposing Organisations for the preparation and submission of their proposals. By submitting a proposal, agencies further acknowledge and agree that any costs incurred in the preparation of their proposal, including but not limited to the costs of proposal development, production, and delivery, are their sole responsibility and will not be reimbursed by the Proposing Organisations.
- The Proposing Organisations of the call for proposals hereby reserve the absolute and unfettered right to reject any or all proposals submitted in response to this call for proposals without incurring any liability whatsoever. All agencies acknowledge and agree that the Proposing Organisations are not bound to select any proposal that fails to meet the Selection Criteria set forth in the call for proposals. All agencies further acknowledge and agree that the decision of the Proposing Organisations regarding the acceptance or rejection of any proposal shall be final and binding. This provision shall survive the termination of the call for proposals process.
- The Proposing Organisations reserve the right to cancel this call for agencies procedure at any moment for economical, organizational or legal reasons, including market access changes that no longer make adequate to pursue this project.
- The winning agency in this call for proposals process shall be obliged to sign a contract with the Proposing Organisations. The terms and conditions of the contract shall include, but not be limited to, the rights and obligations of both parties, the scope of services to be provided, payment terms, warranties, liabilities, and indemnities. The winning agency

acknowledges and agrees that failure to sign the contract within the specified time frame may result in disqualification and forfeiture of any and all rights and entitlements to the contract. This provision shall survive the termination of the call for proposals process.

- Agencies acknowledge and agree that no costs or expenses incurred by them shall be reimbursed or otherwise compensated by the Proposing Organisations until a budget plan and a contract have been signed by the Proposing Organisations and the chosen agency. This provision shall survive the termination of the call for proposals process.
- By submitting a proposal, agencies agree to be bound by the terms and conditions set forth in this call for proposals and any subsequent contract or agreement that may result from this call for proposals.

2 Market situation

2.1 Product information

Dehydrated fodder refers to animal feed that has been processed to remove the majority of its moisture content. This process involves subjecting the fodder to high temperatures and low humidity conditions, which causes the water to evaporate, leaving behind a concentrated form of the feed.

After the fodder has been partially dried in fields, this phase lasting around 48 hours, the raw material is sent to the factory with approximately 30% moisture. When it arrives at the factory, the fodders are sorted and separated by quality and levels of moisture, being left for a short period of time in the factory bay before being subjected to the dehydrated process.

Fodders are put through a drier (one step trommel) with a hot air flow (at approximately 150 to 300° C) produced by a burner and combustion furnace, this causing the raw material to lose part of its moisture within a few minutes. It is then removed from the drier via suction with a moisture to around 12% (which, together with the cooling process, means it can be stored for long periods of time without spoiling).

Dehydrated fodder is commonly produced from grasses, hay, and other fodder crops. Different types of dehydrated fodders are alfalfa, raygrass, or oats. The process involves cutting the crops, drying them, and then compressing them into bales or pellets. The resulting product is highly nutritious and a relevant source of fiber and can be stored for longer periods and transported easily

There are several benefits to using dehydrated fodder as animal feed. It allows for a more flexible selection of the cutting date and the process will be completed in around 72h while hays require a much longer period already cut on the fields therefore expose to getting wet by rain which greatly deteriorates the product.

It also provides a product already treated by heat eliminating or reducing fungus and insects and reduces the moisture in the fodder, providing a higher proportion of dry product and less chances of internal fermentation.

However, this changes the appearance and use of the fodder which defers from traditional hays, largely use worldwide. Therefore, there is the need to promote our quality scheme and specific product, as dehydrated fodders are mostly produced in EU while other competitors export and use hays. Alfalfa or oaten hays are common in the Far East, including Japan and Taiwan, dominated by domestic and USA supply, while markets in Southeast Asia use mostly local alternatives (e.g., rice straw, elephant grass, Mombasa grass, corn silage).

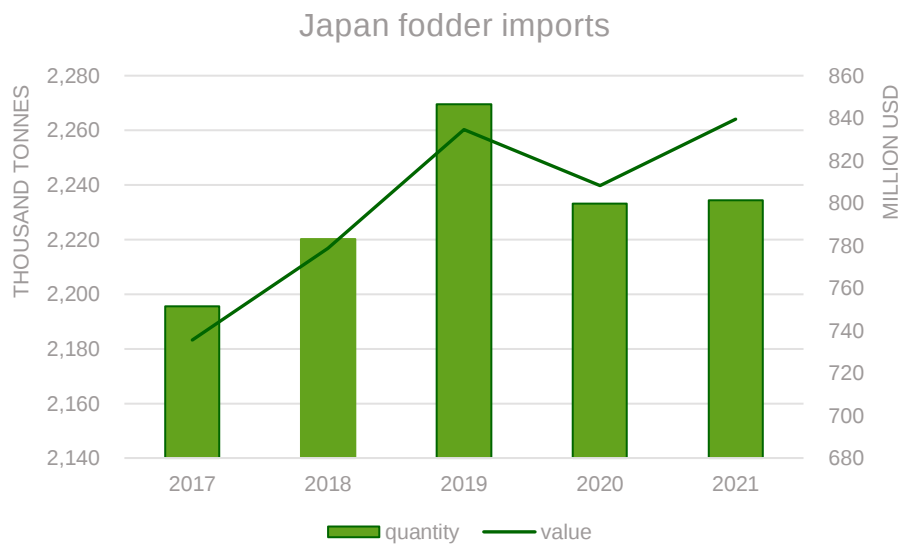
More information about fodder could be obtained on the following website <https://www.europeanforage.eu/>.

2.2 Target markets

2.2.1 Japan

Japan is the world main importer of fodder: approximately 2.6 million metric tons annually. Additionally, Japan produces 24 million metric tons of fresh fodder grass, equivalent to approximately 4.8 million tons in dried matter volume as hay. Fodder producers mainly cultivate grasses from the poaceae family, such as ryegrass, timothy, and orchard grasses. Japan's acidic soils limit production of legumes, including alfalfa.

The US (alfalfa hay, klein grass, timothy hay, sudangrass, bermudagrass, ryegrass and fescue straw), Australia (oaten hay and wheat straw), China (rice straw), and Canada (timothy hay) are the primary fodder suppliers to Japan, accounting for 96% of imports in the market year 2021/22. Meanwhile, **EU fodder supply barely accounts for 3% of total imports.** Both Spain and Italy have market access for alfalfa bales and pellets, and ryegrass, while Spain can also export dehydrated oats.

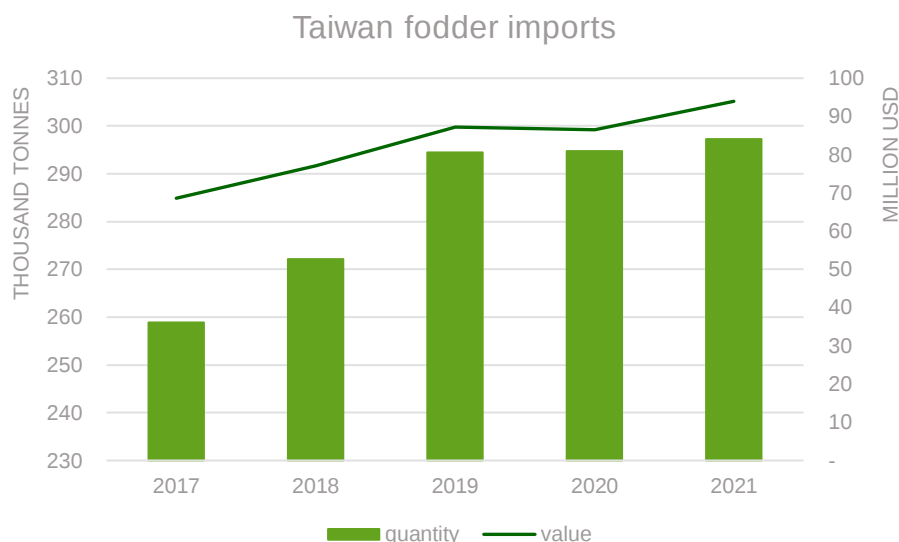


Source: UN COMTRADE

2.2.2 Taiwan

Taiwan is the 4th market in the Far East region after “the big 3” (Japan, China, South Korea), and its demand for imported fodder is forecast to remain stable. Taiwan's livestock sector relies on imported fodder to supplement domestic production, which is constrained by limited farmland and suitable climate conditions.

Taiwan imports approximately 300,000 tons of fodder products annually. The US (alfalfa hay and Bermuda grass) and Australia (oaten hay) are by far the top suppliers, accounting for 97% of fodder imports, while **EU suppliers barely represent 1-2% of the imported market share.** Spanish dehydrated fodder can be exported to Taiwan, while Italy suffers a temporary ban, as a consequence of a swine fever episode occurred in January 2023.



Source: UN COMTRADE

2.2.3 Vietnam and Indonesia

In comparison to Japan and Taiwan, large markets with a stable demand, Vietnam and Indonesia are emerging countries with a strong potential, where a promising increase for fodder imports is expected in the coming years, driven by economic growth, rising population, higher food consumption -in particular, higher demand for dairy-, development of livestock sector, and production limitations.

The need of high-quality fodders for the transformation of their dairy industry will expand the market for imported fodder. The current market size and the lack of promotion by any competing country leaves an open opportunity for EU exporters to start building awareness among the industry at an early phase of development of the market, which could translate into an exponential return. An early arrival would contribute greatly to achieve a leading position for EU dehydrated fodder in the long term.

Italy enjoys market access to both countries for alfalfa and ryegrass. Spanish alfalfa can be exported to Indonesia (bales and pellets), but only pellet format is currently allowed into Vietnam, while access for alfalfa (and other fodder) bales is under negotiation.



Source: UN COMTRADE

3 Objectives and approach

The program has a well-defined target audience to maximize the impact of its actions and ultimately achieve its goals in a way that benefits both the proposing country and other European operators in the same field. The program focuses on B2B promotional initiatives because of the nature of the products.

- Importers and intermediaries
- Farmers and animal nutritionists
- Specialised media
- Veterinaries and academia
- Other players such as dairy companies or food processors

This program involves a diverse set of activities that focus on key areas:

- Improving industry knowledge and awareness on dehydrated fodder from the EU, and its differences from other origins.
- Position the EU as a relevant supplier of quality fodder.
- Establish connection with key supply chain players, as well as end users.
- Maximise the growth and diversification opportunities that these markets offer to EU dehydrated fodder sector.

Given these, it is expected that there will be an increase in consumption of the imports in question in the target countries, and the agencies behind the proposal will work to meet the needs of the markets.

4 Actions to be developed

The activities under this campaign should focus on business-to-business interactions and target professionals in the field of fodder production and import. Activities eligible for this type of campaign and that could take into account include **public relations, website and social media, advertising, communication tools and events**.

5 Budget

The total annual budget allocated for the campaign is €1,118,500, exclusive of VAT, which shall cover all the costs and fees of the implementation of the campaign, including the agency service fee, and shall be equally distributed over the three-year period, with a maximum variance of 25% between the highest and the average spending years. The Proposing Organisations will use about 10% of the budget for coordination activities and evaluation. VAT is to be considered separately.

The allocation of the budget between the target markets shall be based on the market research and analysis presented in the proposal and shall be subject to the approval of the Proposing Organisations.

The winning agency shall be responsible for ensuring that the budget is adhered to throughout the duration of the project and shall promptly report any deviations or variances to the Proposing Organisations.

6 Selection process

Before the proposals are evaluated, the information provided in them will be verified. If any additional documents are required, the bidding agency will be given three days to rectify them.

Once the documents have been verified, the evaluation process will take place. The proposal with the highest score that meets the rest of the criteria set forth will be the winning agency. The decision will be final.

6.1 Evaluation criteria

The evaluation criteria to measure the competitiveness of the proposals will be divided in the following sections:

- A. Understanding of the sector situation, the product, the target markets and how to connect them in this program and its goals.

A maximum of 25 points

- B. Suitability of the proposed activities, outputs and KPIs, adequacy and description of the budget breakdown and agency fees. The agency must indicate their fees as a percentage of the total budget.

A maximum of 30 points

- C. How well the proposal adjusts to the requirements for a REA multi country application, considering drafting, European dimension, alignment with EU policies and the program, precision, and value of the proposition.

A maximum of 15 points

- D. Relevant experiences carried out by the agency in the last 5 years. Valuing in this order: experiences with the target product or as similar as possible, experiences with “multi” country proposal or single country, other relevant experiences.

A maximum of 15 points

- E. Team and resources devoted to the project. Valuing in this order: the team and their specific and overall related experience, having own offices in Asia, having an established network of partners in the target areas.

A maximum of 10 points

- F. Project management and risk management. Valuing in this order: the contribution to the project management, the coordination mechanism and the identification, avoidance and management of opportunities and threats.

A maximum of 5 points

For all section it will be valued the ability to **clearly identify and connect the key ideas** or main drivers.

For company previous experiences to be valid there must be a way to confirm their authenticity. We consider an adequate project certificate as an acceptable proof. Agencies should not include this proof in their initial application but may be requested at any moment.

Please note that agencies must reach **at least 60% of the maximum points** on each section for the proposal to be considered as valid.

Documents to be submitted

The proposal must be submitted in English and include, at minimum, the following information:

1. Statement of no conflict of interest duly signed, stating that there is no conflict of interest between the bidding agency and its employees with AEFA, FILIERA and its employees. Persons related to the employees are considered to be parents, siblings, minor children, spouses or persons with equivalent affective relationship, representatives, attorneys-in-fact, agents or controlled companies. Template provided in Annex 1
2. A sworn statement duly signed by one or all agencies applying for this call (in the case of a joint application), that it does not meet any of the exclusion criteria listed in Article 7 Exclusion criteria of 2023 Call for Proposals Multi Programmes in accordance with Regulation (EU) No. 1144/2014, (2020/C12/08) related to promotion of agricultural products in the internal market and in third countries. Template provided in Annex 2
3. Signed letter of acceptance of the tender conditions outlined in the Call for proposals for an implementing agency for a multi-program aimed at promoting European fodder in Japan, Vietnam, Taiwan, and Indonesia. Template provided in Annex 3
4. Overview of the team assigned to the project, a maximum of 8 most relevant CVs including their role in the project, indicating if team members are part of the agency at the time of submission or the type of cooperation they have with the agency.
5. A signed statements that proves the financial capacity of the agency in 2020, 2021 and 2022. If accounts for 2022 are not closed yet, include estimations. The average annual turnover has to be at least the same amount or bigger than the highest proposed annual budget. Template provided in Annex 4.
6. Proposal should contain, at least, the following elements:
 - Market analysis taking into account the 4 target countries
 - Creativity in line with the objectives of the campaign
 - Plan of activities and detailed timeline execution of the activities per country
 - Detailed cost proposal within the budget set in this call for proposal, clearly outlining the agency fees and any third-party fees (in Euro excluding VAT)
 - Propose key performance indicators for each activity of the campaign

7 Timetable

Publication of the call for proposals:	22 nd February 2023
Submission deadline:	16 th March 2023, no later than 10:00h CET
Proposal evaluation:	Between 17 th and 20 th March 2023
Decision of the selection:	No later than 21 st of March 2023

Proposals must be submitted to: promocion@alfalfaspain.es.

Any clarifications regarding the proposal should be sent one week prior to the submission deadline to the same email address: promocion@alfalfaspain.es.

ANNEX 1 Sworn statement of absence of conflict of interest

To be placed on a company letterhead

Date, city

To: Association of European Fodder Producers (AEFA) and FILIERA Italiana Foraggi

Sworn statement of absence of conflict of interest for the Call for proposals for an implementing agency for a multi-program aimed at promoting European fodder in Japan, Vietnam, Taiwan, and Indonesia

Dear Sir or Madam,

We, the undersigned, hereby make the following sworn statement:

there is no conflict of interest between the bidding *company / companies (in case of a joint proposal)* and its employees with AEFA and FILIERA and its employees. Persons related to the employees are considered to be parents, siblings, minor children, spouses or persons with equivalent affective relationship, representatives, attorneys-in-fact, agents or controlled companies.

Yours sincerely,

Name and surname

Title

Company name

ANNEX 2 Sworn statement of not incurring in any of the exclusion criteria

To be placed on a company letterhead

Date, city

To: Association of European Fodder Producers (AEFA) and FILIERA Italiana Foraggi

Sworn statement of not incurring in any of the exclusion criteria for the Call for proposals for an implementing agency for a multi-program aimed at promoting European fodder in Japan, Vietnam, Taiwan, and Indonesia

Dear Sir or Madam,

We, the undersigned, hereby make the following sworn statement:

we do not incur in any of the exclusion criteria listed in Article 7 Exclusion criteria of 2023 CALL FOR PROPOSALS MULTI PROGRAMMES Grants to information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries in accordance with Regulation (EU) No 1144/2014, (2020/C12/08).

Yours sincerely,

Name and surname

Title

Company name

ANNEX 3 Letter of Acceptance

To be placed on a company letterhead

Date, city

To: Association of European Fodder Producers (AEFA) and FILIERA Italiana Foraggi

Subject: Letter of acceptance of the tender conditions outlined in the Call for proposals for an implementing agency for a multi-program aimed at promoting European fodder in Japan, Vietnam, Taiwan, and Indonesia.

Dear Sir or Madam,

We, the undersigned, offer to provide the consulting, communication and promotional services related to the Call for proposals for an implementing agency for a multi-program aimed at promoting European fodder in Japan, Vietnam, Taiwan, and Indonesia.

We accept the call for proposal conditions outlined in the document "Call for proposals for an implementing agency for a multi-program aimed at promoting European fodder in Japan, Vietnam, Taiwan, and Indonesia", published at AEFA's website.

We have attached necessary information according to the standard form. The information furnished by us is correct to the best of our knowledge.

We would be pleased to provide any clarification or additional information that you may consider necessary.

Yours sincerely,

Name and surname

Title

Company name

Annex 4 Financial capacity

To be placed on a company letterhead

Date, city

To: Association of European Fodder Producers (AEFA) and FILIERA Italiana Foraggi

Please fill out the financial table using your previous year's financial statements and your most recent estimates. Additionally, if you deem it necessary, please provide any further clarification or explanation.

Financial data	Year 2020 EUR	Year 2021 EUR	Year 2022 EUR
Annual turnover			

Yours sincerely,

Name and surname

Legal Representative

Company name