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

Date: 30 January 2026

Introduction

AEFA is the Spanish Manufacturers Association of Dehydrated Alfalfa (https://www.alfalfaspain.es/?lang=en) and the only organization 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.

FILIERA Italiana Foraggi Soc. Consortile A R.L. (https://filieraitalianaforaggi.it/) is an organisation established in 2015, representing Italian Dried Fodder Association (AIFE) and 30 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.

Both associations are beneficiaries of a 2024-2026 REA AGRIP co-financing for a campaign to promote EU dehydrated fodder, which is currently being implemented in Japan, Vietnam, Indonesia and Taiwan. While the campaign is delivering positive results, it is becoming clear that a longer duration will be necessary to achieve a more decisive and lasting market presence.

At present, the Taiwanese market is closed to exports due to African Swine Fever cases. However, since the outbreak in Spain is confined to a small, contained area, we are hopeful that the export ban will be lifted in the near future. The proposal should take this situation into account.

The purpose of this call is to establish the process for selecting and select an Implementing Body for the continuation of the ongoing campaign promoting dehydrated fodder in Japan, Vietnam, Indonesia and Taiwan.

This selection process follows the competitive procedure set out in Regulation (EU) No. 1144/2014. The proposing organisations intend to apply to the 2026 call for proposals, under Program topic: AGRIP-MULTI-2026-TC-ALL, and should their submission be approved by REA, the selected agency will serve as the Implementing Body.

The call for proposals for Promotion of EU agri-food products is available on this website: https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products-0/calls-proposals-promotion-agricultural-products_en

Objectives

The goal of this campaign is to increase awareness and knowledge of European dehydrated fodder and related production practices in Japan, Vietnam, Indonesia and Taiwan. The focus is on presenting the distinctive attributes of these products, particularly in terms of quality, traceability, sustainability, and safety. The campaign activities must be tailored to each target market, and all materials produced during implementation should be delivered in the respective local languages.

The objectives must also align with ANNEX I, Work Programme for 2026, issued under Regulation (EU) No. 1144/2014, specifically under 6.4. Multi programmes in third countries, taking into account the priorities of the year, the objectives pursued, and the expected results.

Work Plan

The proposal should include, but not be limited to, the following tasks within the relevant work packages. These represent the minimum required and additional actions may be proposed:

- Public relations
- Website and newsletters
- Advertising, print and online
- Communication tools, including promotional merchandise
- Events, including but not limited to stands at trade fairs, seminars, workshops, B2B meetings, and study trips to Europe.

For each proposed activity proposed, the KPIs should be clearly established.

Return of investment (ROI) must be considered and shown in detail.

The bidding agency must provide detailed and specific information on how it will operate in each market. If it does not have its own presence there, it must indicate the local partners, including a company introduction and list of relevant projects.

The language of the proposal should be in English.

Budget

The maximum budget for the implementation body will be €1,101,500 to distribute in 3 years. This budget excludes VAT[1], coordination, evaluation and CFS audit costs.

The budget must be presented for each task, broken down in detail. It must also clearly specify the agency fees.

Offers exceeding the maximum budget will be rejected.

Selection process

Phase 1: Exclusion and selection

- 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 (Template in Annex 1)
- Present their professional and operational capacity. Create a team structure including dedicated profiles for the project director, other team members according to their plan and assign one profile per market with the necessary professional qualifications to carry out the proposed actions.
- Professional experience in the format in Annex 2 and team CVs in Europass will be assessed at this stage
- Financial capacity. The bidding agency must demonstrate annual turnover of the last three available years, for a minimum amount equivalent to 30% of the annual amount of the program budget presented (Template in Annex 3)

This phase is not scored but is exclusionary. All agencies that fulfil these criteria will automatically progress to the next stage.

Phase 2: Award

Technical and financial proposal following the requirements specified in this briefing.

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[1] Only applies to EU entities, non-EU entities must include all applicable taxes within the maximum budget

Participation in this competitive process is not remunerated.

Deadline:

Deadline for submitting Phase 1 documents: **28 February 2026, by 17:00 CET time**
Deadline for submitting Phase 2 Technical and Financial Proposal: **23 March 2026, by 17:00 CET time**

Award criteria:

Technical proposal (Maximum 70 points)

- Suitable and justified selection of activities and promotional efforts in relation to the target markets' situation, program's objectives and strategy, appropriate set of communication tools, synergy between the different activities, project management and content of the proposal (25 points)
- Program creativity (10 points)
- A results-oriented proposal with a clear justification of the expected return and overall profitability (10 points)
- Relevant experience of the proposing agency in the target markets in the past 3 years, particularly in the agri-food and dehydrated fodder sectors (10 points)
- Team composition and demonstrated expertise in promoting agri-food and in the target markets (15 points)

Financial proposal (Maximum 30 points)

Agencies must score at least 60% of the points in each section of the technical proposal for their proposal to move to the financial offer evaluation.

The financial proposal will be scored using the following formula:

P = maximum score × (lowest offer/offer to be evaluated)

Where:

- **P** is the score obtained for each proposal.
- **Maximum score**: 30 points.
- **Lowest offer**: the lowest valid offer received that passes the quality evaluation.
- **Offer to evaluate**: the price proposed by the bidder being evaluated.

The offer with the lowest price will receive the maximum score of 30 points. All other offers will be scored proportionally, with their points calculated based on the ratio of their offer to the lowest offer.

Abnormally low bids: Any offer that is 15%, or more, lower than the maximum budget will be considered abnormally low and hence their bid will be disqualified from the process.

Value for money will be assessed using the following formula:
30 × (lowest price / price of the tender) + 70 × (quality score of the tender / highest quality score).

- *The decision-making entities for the selection process are AEFA and FILIERA. The consortium will formally establish an evaluation committee, which will include the nomination of a chair and consist of at least two members. A conflict of interest declaration will be signed by each member for the tenders received.*
- *The implementation of this Promotion Programme is contingent upon approval by the European Commission.*
- *All information included in this application will be handled confidentially and will not be used for any other purpose.*
- *Agencies will not be entitled to any compensation for the preparation and submission of proposals*
- *The beneficiaries shall have no obligation to proceed with the project, irrespective of whether it is financed or not.*

For any additional details, please contact us exclusively in written at:
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, Indonesia and Taiwan

Dear Sir or Madam,

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

There is no conflict of interest between the bidding agency or agencies (in the case of a joint proposal) and their employees, on the one hand, AEFA and FILIERA and their employees, on the other. In particular, there is no situation that could compromise the impartial and objective selection of subcontractors or the implementation of the tender due to family ties, emotional relationships, political or national affinity, economic interests, or any other direct or indirect personal or professional interest.

Yours sincerely,

Name and surname

Title

Company name

Annex 2: Agency experience

PROJECT TITLE	IN WHICH MARKETS	BUDGET	CONTRACTING ORGANIZATION	EUROPEAN PROJECT (YES/NO)	AGRI-FOOD PROJECT (YES/NO)	YEARS

* Add as many rows as needed

Annex 3 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 based on your closed annual accounts for the last three years. Additionally, if you deem it necessary, please provide any further clarification or explanation.

Financial data	**Year 2022 EUR**	**Year 2023 EUR**	**Year 2024 EUR**
Annual turnover			

Yours sincerely,

Name and surname

Legal Representative

Company name