

Ausschreibung einer durchführenden Einrichtung

Announcement: Selection of an implementing body

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Project-Acronym: GRASS-PACT
Target countries: Great Britain (UK), Switzerland (CH)
Contractor: Bundesfachverband landwirtschaftlicher Trocknungen Deutschland e.V. (BLTD)

1. Procurement

1.1. Procurement Officer

Official name:

Bundesfachverband landwirtschaftlicher Trocknungen Deutschland e.V. (BLTD)
Im Bach 26
86759 Wechingen
E-Mail: info@bltd-trockengruen.de

Legal form:

Registered association (Nominating organisation pursuant to Art. 7 para. 1 of Regulation (EU) No 1144/2014)

2. Procedure

2.1. Procedure

Title: Selection of the implementing body – Advertising & Communication Agency for the EU information and sales promotion program Enjoy it's from Europe; campaign “GRASS-PACT” (target countries: UK, CH).

Description:

BLTD is seeking a contract from an advertising and communications agency for the operational implementation of a three-year program promoting German dried grass (meadow grass and alfalfa pellets) . The program focuses on climate resilience, protein autonomy, and preventative animal health.

Procedure identifier:

Procedure type: Open competitive procedure in accordance with Article 13 of Regulation (EU) No 1144/2014 and the principles of transparency, equal treatment and economy.

2.1.1. Value

Estimated value excluding VAT: EUR 650,000.00 (total volume for agency services over 36 months).

2.1.2. Place of performance

Countries: Great Britain (UK), Switzerland (CH)

3. Lot: LOT-0001

Title: Advertising, Communication & Implementation Agency
Description: With this call for tenders, the BLTD (German Federal Association of Agricultural Drying Companies) seeks an advertising agency to support the implementation of the "GRASS-PACT" campaign, which the BLTD intends to submit in the upcoming round of calls for proposals for the promotion of

agricultural products by the European Commission (Regulation EU No. 1144/2014). The campaign will launch in January 2027.

The three-year program focuses on the three target markets of Great Britain (UK) and Switzerland (CH). While the first phase of market development primarily addresses the premium horse feed segment, the program subsequently aims for systemic expansion into the area of climate-resilient cattle feed (future option for the second expansion phase). The aim is to position Bavarian dried greens (meadow grass and alfalfa pellets) not only as a product, but as an ecologically superior system solution for climate protection (CO₂ storage), protein autonomy (soy substitution) and animal welfare.

The target groups include:

- End consumers (B2C): Owners of sport and leisure horses, owners of senior horses, and health-conscious animal owners.
- Importers and distributors (B2B): Feed wholesalers and specialized retailers of horse and livestock supplies.
- Professional audience and multipliers: Veterinarians (focusing on respiratory health/RAO), agricultural consultants for dairy and beef cattle farming, and feed ration experts.
- Large farms (B2B): Professional stud farms and organic dairy farms (especially GMF farms in Switzerland).

The campaign aims to reach the maximum number of specialist farms and quality-oriented animal owners in the target markets. It promotes the relevance of the climate and environmental protection properties as well as the animal health aspects of EU-certified dry grass ("sustainable basket" of meadow grass and alfalfa).

Scope of Work:

The measures to be carried out by the implementing agency for this program can be divided into the following activities:

Public Relations & Press Work

- Ongoing press work (PR Office): Building and maintaining a press distribution list in the UK, Switzerland, and Norway. Creating and distributing at least four specialist press releases annually on scientific milestones (e.g., LCA results, UDP protein values).
- Press Events (Kick-off & Closing): Organizing a total of six press conferences (one kick-off press conference in year 1 and one closing press conference in year 3 per target country). The agency will handle all event logistics, invite specialist journalists, and prepare speaker materials for the BLTD.

Website & Social Media

- Setup & Maintenance: Development of an SEO-optimized, multilingual knowledge platform (grass-pact.eu) in German and English.

- Social Media Management: Strategic setup and editorial management of campaign channels (focus on LinkedIn and Meta). Implementation of two targeted content waves annually to reach specialized communities.

Online Advertising (Pure Digital Strategy)

- Targeted Online Campaigns: Implementation of performance marketing campaigns (SEA & Social Ads) to achieve the 25% brand awareness target in the UK.
- Lead Tracking: Implementation of CRM-based tracking to generate over 500 qualified B2B leads during the project.

Communication Materials & Videos

- Promotional Videos: Production of a total of six high-quality short films (i. technical explainer videos on the hot air process and UDP content; ii. testimonials on RAO prevention in sport horses). These videos are primarily designed for use on social media and at B2B workshops.
- Publications & Merchandising: Creation of B2B information kits (LCA data sheets) and practical sample boxes for retailers to physically test the pellets' structure on-site.
- Logistics Management: Organization of sample shipments of dried greenery to pilot farms and partner organizations in the target countries.

Events, Trade Fairs & Study Trips

- Trade Fairs: Professional concept development, design, and stand construction for participation in at least one leading trade fair per core market annually (e.g., Equitana UK, Tier & Technik CH).
- B2B Meetings & Seminars: Organization of regional roadshows for consulting and marketing organizations to initiate the 15 Letters of Intent (LoI) and Swiss partnerships.
- Study Trips (Buyers Tour): Organization and execution of a 3-day buyer trip for 10 key stakeholders to southern Germany in the second project year (Y2). Includes a technical site visit program (e.g., drying facility in Lamerdingen) and coordination of travel logistics.

3.1.1. Estimated duration

Start: January 1, 2027 (subject to EU approval)

Duration: 36 months

4. Exclusion Grounds

The bidder must declare in writing (self-declaration) that no exclusion grounds exist according to the standard EU criteria:

No involvement in criminal organizations, corruption, fraud, or money laundering.

No serious misconduct in the course of professional activities.

Conflict of interest: Signing of a Declaration of Absence of Conflict of Interest (DACI). As this project involves the participation of producer groups, it must be ensured that the selection is objective and without preference based on national or economic affinity.

5. Suitability criteria

5.1. Economic and financial capacity

Proof of an average annual turnover of at least €150,000 in the last three completed financial years, generated, among other things, from consulting, marketing, or communication services in the agricultural, food, or sustainability sectors. Liability insurance: Existing insurance coverage for handling international campaigns.

5.2. Technical and Professional Capabilities

Experience from previous and/or ongoing projects over the last 5 years must be demonstrated by a list of comparable references with an explanation of the campaign objective. The maximum score is awarded if the company demonstrates experience in all three of the following areas:

- Evidence of communication or marketing projects related to the marketing of roughage products (e.g., meadow grass, alfalfa) or specialty or functional feeds requiring explanation. Particular consideration will be given to projects in which nutritional parameters, feeding systems, or species-specific benefit arguments were part of the communication.

1 reference: 5 points

2 references: 8 points

3 references: 10 points

- Experience with cooperative structures and producer groups (Max. 10 points): Evidence of projects carried out on behalf of producer groups, cooperatives, or industry associations. The focus here is on the coordination of multiple stakeholders.

1 reference: 5 points

2 references: 8 points

3 references: 10 points

- Multi-channel marketing in agricultural and sustainability communication (max. 5 points): Experience in combining specialist PR (B2B), digital marketing, and trade fair and event formats. Particular emphasis is placed on translating complex technical content (e.g., protein quality, UDP value, CO₂ sequestration, climate impact of agricultural systems) into target-group-oriented, EU-compliant narratives.

1 reference: 2 points

2 references: 4 points

3 references: 5 points

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6. Award criteria

The contract will be awarded to the offer with the best price-performance ratio. A further 35 points will be awarded to assess the quality of the measures to be implemented.

- Quality of Strategy & Creativity (60%): Assessment of strategic rigor, technical depth, and the comprehensible link to the objectives of the EU Green Deal and the EU Protein Strategy.
- Price / Cost-Effectiveness (40%): Appropriateness of budget allocation, transparency of the cost structure, and plausibility of management and coordination efforts.

7. Conditions for submission

Language: German or English.

Deadline for receipt of offers: March 10, 2026, 11:59 p.m.

Submission method: Electronically via email to: info@bltd-trockengruen.de