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Planning

Barley Yellow Dwarf Virus (BYDV) Tool

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-045359

Procurement identifier (OCID): ocds-h6vhtk-056ba3

Published 1 August 2025, 4:12pm

Scope

Reference

2025-776

Description

AHDB is exploring the development and delivery of a digital decision-support tool to help farmers manage the risk of Barley Yellow Dwarf Virus (BYDV) in wheat and barley crops. This tool will enable farmers to make evidence-based decisions on the need to spray or apply preventative measures based on modelled risk. The Agriculture and Horticulture Development Board (AHDB) is conducting this Pre-Market Engagement (PME) exercise to gather insights from the supplier market. The aim is to inform and refine the specification, support the development of a suitable commercial model, and help determine the most appropriate route to market. Please note, this is a Pre-Market Engagement (PME) and not a call for competition. Suppliers are invited to review the published draft Specification and respond to the PME Response Form via the Atamis Portal (<https://atamis-9529.my.site.com/s/Welcome>) no later than 17:00 on 15 August 2025. Registration will be required. Following the PME deadline, AHDB may offer optional 1:1 engagement sessions to explore responses in greater depth. Where supplier

responses indicate that the requirement involves specialist expertise or sector-specific capability, AHDB may prioritise follow-up engagement with suppliers who best demonstrate relevant experience and understanding. In the event of a high volume of responses, AHDB also reserves the right to apply a proportionate and transparent approach to limit the number of follow-up sessions, in accordance with its duties under Section 12 of the Procurement Act 2023. This PME does not form part of any formal procurement process, and participation will not confer any advantage or disadvantage in any future tender. AHDB is under no obligation to proceed to procurement and reserves the right to amend or cancel this process at any stage. Should AHDB proceed, a formal tender opportunity may be advertised in accordance with the Procurement Act 2023. Current indicative timelines suggest a tender notice could be published from 29 September 2025, with contract commencement expected in early 2026. Subject to internal approvals and insights gathered through this pre-market engagement, AHDB may consider reduced timescales for any future procurement where appropriate and justifiable-taking into account factors such as supplier readiness, proportionality, market familiarity, and the clarity or urgency of the requirement. Where reduced timescales are considered, a Planned Procurement Notice will be published in accordance with Section 15 of the Procurement Act 2023 to enable this. Suppliers are asked to declare any potential conflicts of interest. AHDB will manage disclosures transparently. If you require the PME materials in an alternative format, please contact us via the Atamis portal. All responses will be handled in accordance with AHDB's Data Protection Policy and AHDB reserves the right to cancel or amend the PME at any time without liability.

Total value (estimated)

- £0 excluding VAT
- £0 including VAT

Contract dates (estimated)

- 2 January 2026 to 1 January 2029
- Possible extension to 1 January 2030
- 4 years

Main procurement category

Services

CPV classifications

- 72212517 - IT software development services
- 72200000 - Software programming and consultancy services
- 72222300 - Information technology services
- 72000000 - IT services: consulting, software development, Internet and support
- 77100000 - Agricultural services
- 77110000 - Services incidental to agricultural production
- 72212460 - Analytical, scientific, mathematical or forecasting software development services
- 48100000 - Industry specific software package

Contract locations

- UK - United Kingdom

Engagement

Engagement deadline

15 August 2025

Engagement process description

Due to internal planning requirements, this pre-market engagement will run for a period of two weeks, from 1st August 2025 to 15th August 2025. Suppliers may submit clarification questions regarding the PME until 17:00 on 8th August 2025, with responses to be published as soon as possible thereafter. Suppliers are invited to submit responses to the PME questionnaire no later than 17:00 on 15th August 2025.

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Publication date of tender notice (estimated)

29 September 2025

Contracting authority

AGRICULTURE AND HORTICULTURE DEVELOPMENT BOARD

- Public Procurement Organisation Number: PBHX-8363-MBBV

Middlemarch Business Park

Coventry

CV3 4SU

United Kingdom

Contact name: Aisha Shehzad

Email: procurement@ahdb.org.uk

Website: <https://defra-family.force.com/s/Welcome>

Region: UKG13 - Warwickshire

Organisation type: Public authority - sub-central government