



Request for Proposal (RFP) – Pet Food Ingredient Consultant

March 20, 2024

Submissions due April 19, 2024

Overview

The American Feed Industry Association (“Association”) is seeking proposals for a consultant organization (“Consultant”) to conduct a market assessment for our Vietnam Emerging Market Program (EMP) project on U.S. pet food ingredients.

General Information

The American Feed Industry Association is the world’s largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal food industry and its suppliers. The AFIA represents all types of companies involved in the feed manufacturing industry—from ingredient suppliers, equipment manufacturers to commercial and integrated feed manufacturers. AFIA’s activities are made possible through cost-share funding provided by USDA’s Foreign Agricultural Service. AFIA received funding under USDA’s Market Access Development programs to increase support for U.S. feed ingredient (including pet food) export market development.

Project Objective

The Association requires an expert to assist in implementing a market assessment of the Vietnamese market funded under the Foreign Agricultural Service’s Emerging Markets Program to address the lack of knowledge and information gaps related to opportunities and barriers specific to the pet food ingredients industry in Vietnam.

The key objective of this Consultant is to support the Association’s efforts to address interest in U.S. pet food ingredients and identify regulatory or other barriers to trade in the Vietnamese market by providing technical expertise and a market assessment of the region. The consultant will identify pet food manufacturer ingredient needs, interest in U.S. products and gaps in knowledge about pet food ingredients, generally, and specifically those from the U.S. In addition, the Consultant will analyze Vietnam’s pet food ingredient regulations including how to register products, what information is needed to register a product, review of product purity requirements (ex. Salmonella control, copper level etc.) and other Sanitary and Phytosanitary (SPS) or Technical Barrier to Trade (TBT) issues that may come up during the assessment. The Consultant will identify Vietnamese stakeholders which may include pet food manufacturers, distributors, retailers and veterinarians, with a focus on the manufacturers and distributors.

Statement of Work

For the purposes of this Project, the Consultant will provide research and analysis of the Vietnamese market for U.S. exports of pet food ingredient, but not including raw agricultural commodities (e.g., corn, soybeans,

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sorghum, etc.). The goal and focus of the assessment will be to identify how to improve the availability and transparency of distribution channels to improve business systems by addressing sanitary and phytosanitary issues and other non-tariff barriers, thereby increasing prospects for U.S. trade and investment. Consultant activities will include, at a minimum:

- 1) *Desk Research* – Conduct desk research to: (1) quantify and identify the specific potential for U.S. pet food ingredients by interviewing in-country stakeholders to understand current usage patterns for key ingredients in domestic pet food manufacturing; and (2) chronicle any barriers to entry for U.S. pet food ingredients (logistical, technical, regulatory) and how U.S. suppliers could strategize to overcome such barriers.
- 2) *AFIA Member Interviews* – Conduct a member survey to help determine the priorities, needs and preferences of its members with respect to Vietnam and the variety of U.S. pet food ingredients and products available.
 - Two phases of interviews will be conducted among members: 1) before the project activities commence, and 2) at the project’s conclusion to reflect key learnings. The AFIA will provide a sample comprising a broad and diverse spectrum of members – including smaller companies, new-to-export companies and specialty product companies.
- 3) *Trade Interviews* – Will need to identify best targets in-country for this study to establish an overview of viable ingredients, opportunities and constraints, the AFIA and FAS Post will share previously established contacts, but AFIA will look to Consultant to expand list of in-country contacts. Interviewees should include importers, distributors, pet food manufacturers, the Vietnam Small Animal Veterinary Association, government officials (if appropriate) and other key stakeholders.
 - The purpose of the trade interviews will be to gain insight into the real constraints facing Vietnamese pet food manufactures. Trade interviews should illuminate awareness of pet food formulating and pet food ingredients in general, as well as U.S. pet food ingredient options; the presence of competitor products, import and distribution processes; and scientific and regulatory hurdles. Valuable in-country insights and recommendations from FAS Post will be heavily integrated throughout.

General Timeline

March 20, 2024	Request for Proposal Sent Out
April 19, 2024	Proposals Due
April 29, 2024	Consultant selected and contract sent
May 1, 2024	Start project
August 14, 2024	Midterm deliverables
November 18, 2024	Presentation of report
December 13, 2024	Final report due

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Proposal Format and Selection Criteria

The proposal format is open but must be submitted electronically and should include, but is not limited to, the following criteria for comparison and evaluation purposes:

- Technical qualifications of the proposer including experience with similar consulting projects, and particularly staff experience and qualifications and capabilities.
- Demonstration of the ability to work effectively with U.S. industry associations, the agricultural industry and U.S. government, and the international traders, users and government, as appropriate to access information, coordinate logistics and provide appropriate implementation.
- A proposal that meets the statement requirements, the project objectives and includes appropriate methodology to ensure that implementation will deliver the appropriate information for the Association.
- Demonstration that the proposer is familiar with the Foreign Agricultural Services' market access and development programs and other export assistance activities and services.
- Proposed project costs, including breakouts for the following:
 - Hourly rates and approximate number of staff hours for the project.
 - Travel costs, and other miscellaneous costs, along with justification for these costs.
 - Any third-party fees that may be incurred.

Response and Submittal Deadline

Questions regarding this request for proposal should be made in writing to Ivy Torres at itorres@afia.org.

In order to be considered, proposals must be received no later than *17:30 EST on April 19, 2024* via email to in writing to **Ivy Torres at itorres@afia.org AND Mallory Gaines at mgaines@afia.org with the subject "Vietnam Pet Food Ingredient Consultant."**

Oral, phone, mailed and fax transmissions will not be accepted.

AFIA is an equal opportunity provider.

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