



Request for Proposal (RFP) – In-country Workshop (Animal Food, Morocco)

December 9, 2025

Submissions due January 12, 2026

The American Feed Industry Association ("Association") is using this request for proposal ("RFP") to identify a consultant organization ("Consultant") to implement an in-country workshop in Morocco for animal food and its ingredients ("Project").

I. Organizational Background

The American Feed Industry Association (AFIA) 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 and pet food manufacturing industry—from ingredient suppliers and equipment manufacturers to commercial and integrated animal food manufacturers.

II. Definitions Pertaining to this RFP

Animal Food - Food for animals other than man and includes pet food and animal feed. The term "animal food" includes animal feed such as, feed consumed by livestock, poultry, aquaculture and equines; and pet food, such as, food for dogs and cats. This term encompasses complete feed or pet food and feed ingredients, additives and pet food ingredients and additives.

Feed Ingredient - each of the constituent materials making up a complete/whole feed or pet food.

Feed Additive - Ingredient added to the basic feed mix or its parts to fulfill a specific need. Usually used in micro quantities and requires careful handling and mixing.

III. Project Background, Description and Objectives

Project Background

The Association seeks an expert consultant to support the organization, implementation, and delivery of an in-country workshop and training program in Morocco. This initiative is funded under the U.S. Department of Agriculture's Foreign Agricultural Service (FAS) Emerging Markets Program (EMP) and is intended to address knowledge gaps and technical misunderstandings related to U.S. animal-based feed and pet food ingredients currently prohibited for import into Morocco.

In February 2025, the Association conducted a market assessment of Morocco's animal food sector. The assessment determined that Morocco represents a promising market opportunity for U.S. animal food products; however, several non-tariff trade barriers impede market access. Specifically,

Annex I of Decree No. 2-23-557 of May 14, 2024, relating to the quality, safety, and labeling of feed for food-producing animals, lists multiple animal-based ingredients that are presently banned in Morocco.

The Association is partnering with the North American Renderers Association (NARA) to correct misunderstandings about animal-based ingredients, promote their safety and efficacy, and advocate for the removal of unjustified import bans. As part of this effort, NARA—with support from the Association—is hosting a delegation from the Moroccan National Office for Food Safety (ONSSA) and representatives from the Feed Manufacturers Association of Morocco (AFAC) for a January 2025 tour of U.S. pet food manufacturing facilities.

Project Description

Following the January site visits, the Association intends to hire a qualified consultant to design and deliver an in-country training, educational program, or follow-up workshop tailored to ONSSA, AFAC, and additional Moroccan stakeholders. The Association would ideally like to conduct the program the week of **April 6, 2026**, if applicable for all parties and should reflect:

- Findings and feedback from the January U.S. facility tours
- Identified information and knowledge gaps
- Regulatory challenges associated with Morocco's current bans
- Opportunities to build confidence in the safety, oversight, and value of U.S. animal-based ingredients

Project Objectives

The primary objectives of this project are to:

- Increase Moroccan regulators' and industry stakeholders' understanding of U.S. feed and pet food safety systems.
- Address technical misconceptions regarding animal-based ingredients.
- Promote the safety, efficacy, and economic value of U.S. animal-based feed and pet food ingredients.

IV. Scope of Work

The selected consultant will be responsible for:

1. Program Design

- Develop a customized agenda for a one- or two-day in-country workshop or training session.
- Recommend optimal formats (presentations, panel discussions, demonstrations, case studies, etc.).
- Integrate outcomes from the January ONSSA/U.S. industry site visits.
- Identify subject-matter experts (SMEs) as speakers or trainers, where appropriate.

2. Content Development

- Prepare technical materials explaining U.S. safety systems, regulatory frameworks, rendering processes, feed ingredient quality, and international best practices.
- Tailor content for Moroccan regulators (ONSSA), industry (AFAC), and related stakeholders.
- Provide French-language adaptations or coordinate translation services.

3. Event Coordination- week of April 6, 2026

- Work with the Association, NARA and FAS to finalize meeting location, venue logistics, and participant list.
- Coordinate all workshop materials, presentations, and distribution-ready documents.
- Assist with onsite facilitation and troubleshooting during the event.

4. Stakeholder Engagement

- Provide pre-event briefings for the Association, NARA, and FAS as needed.
- Conduct outreach to Moroccan stakeholders (as directed by the Association).

5. Reporting & Deliverables

- Submit a post-event summary report detailing key learnings, participant feedback, remaining barriers, and recommended next steps.
- Provide electronic copies of all materials produced under the project.

V. Deliverables

The consultant will provide:

1. Draft training/workshop agenda(s)
2. Training materials (presentations, handouts, case studies, technical briefs)
3. Final workshop program
4. Onsite facilitation and support
5. Post-event report, including:
 - Summary of discussions
 - Identified information gaps
 - Opportunities for further engagement
 - Recommendations toward achieving regulatory change

VI. Budget Guidance

The proposed budget must include:

- Consultant professional fees
- Travel to Morocco (if applicable)
- Workshop materials and translation expenses
- Venue-related costs
- Any third-party fees that may be incurred.

AFIA anticipates proposals not to exceed EMP cost norms and encourages cost efficiency. A detailed line-item budget is required.

VII. 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, 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 solutions for the Association.
- Demonstration that the proposer is familiar with market development programs and other export assistance activities and services.
- Project costs, see Budget Guidelines above
- Timeline of project milestones.

VIII. Response and Submittal Deadline

Questions regarding this request for proposal should be directed to Ivy Torres, Manager of Global Programs at the American Feed Industry Association, at itorres@afia.org.

The response deadline for this RFP is 11:59 pm ET, January 12, 2026. Final proposals should be submitted via email to Ivy Torres, at itorres@afia.org with the subject “Morocco Animal Food Consultant.”

Contract is dependent on funding awarded to the Association. The Association reserves the right to withdraw from the RFP. The successful proposal will be awarded a contract from the Association.

The American Feed Industry Association is an equal opportunity provider and employer.