



Request for Proposal (RFP) – Market Assessment (Animal Food, Ecuador)

October 2, 2026

Submissions due November 6, 2026

The American Feed Industry Association ("Association") is using this request for proposal ("RFP") to identify a consultant organization ("Consultant") to implement a market assessment in Ecuador 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 Description and Objectives

The Association requires an expert to assist in conducting a market assessment of the Ecuador market funded under the Foreign Agricultural Service's Market Access Program (MAP) to address the lack of knowledge and information gaps related to U.S. opportunities and barriers specific to the animal food industry (see definitions above) in Ecuador.

The key objective for this project is to provide market research and analysis of the Ecuador's animal food industry, with a focus on the following phases:

- **Evaluate Market Demand and Awareness:** Assess the level of awareness, perception and demand for U.S. animal food among Ecuador feed and pet food manufacturers, producers,

distributors and end-users. This includes identifying any knowledge gaps and understanding customer preferences and purchasing behaviors.

- **Analyze the Competitive Environment:** Map the competitive landscape within Ecuador's animal food sector, including key competitors, their market shares and product offerings. Determine how U.S. products can differentiate themselves and identify potential partners or collaborators in the market.
- **Examine Supply Chain and Distribution Channels:** Investigate the existing supply chain and distribution dynamics for animal food in the livestock, poultry, aquaculture, equine and pet food industries. Identify logistical challenges, potential distribution partners and opportunities for establishing a reliable supply chain for U.S. products.
- **Understand Economic and Market Dynamics:** Analyze the broader economic and market conditions, including currency fluctuations, economic policies and trade relations between the U.S. and Ecuador, to understand how these factors may affect pricing, competitiveness and market entry strategies for U.S. products in the animal food sector.
- **Regulatory Landscape:** Analyze Ecuador's animal food 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.

IV. Statement of Work

Market Assessment – For the purposes of this Project, the Consultant will, at a minimum, conduct a thorough analysis of the current market landscape of the existing Ecuador animal food sector that will address the gaps in the current level of knowledge for the U.S. animal food industry, but not including raw agricultural commodities (e.g., corn, soybeans, sorghum, etc.). The assessment should include, but is not limited to, the following sections:

- 1) *Desk and/or In-country Research* – Conduct desk and/or in-country research to: (1) quantify and identify the specific potential for U.S. animal food by interviewing in-country stakeholders to understand current usage patterns for key ingredients in domestic animal food manufacturing; and (2) chronicle any barriers to entry for U.S. animal food (logistical, technical, regulatory) and how U.S. suppliers could strategize to overcome such barriers.
- 2) *AFLA Member Interviews* – Conduct a member survey to help determine the priorities, needs and preferences of AFIA members with respect to Ecuador and the variety of U.S. animal food and ingredients available to export.

The assessment will be a detailed report that presents these findings and strategic recommendations for addressing identified gaps in the Ecuador market that can be filled by U.S. animal food products. The assessment should include any additional details on SPS, TBT or other nontariff trade barriers that may need to be addressed to successfully export to the country.

Export Guide – The Consultant will compose an export guide based on their findings in their assessment to help U.S. animal food exporters navigate exporting to Ecuador, including, but not limited to, product registration, import regulations, relevant tariffs and taxes, components of labels, and any mention of upcoming changes to regulations, if applicable.

In-country Scoping Mission- Depending on the findings from the market assessment and AFIA's explicit direction, an in-country scoping mission may be required.

V. Proposal Format and Selection Criteria

The proposal format is open but must be submitted electronically, no more than 10 pages in length, 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, including breakouts for the following:
 - Hourly rates and approximate number of staff hours for the project.
 - Administrative costs, travel costs and other miscellaneous costs along with justification for these costs.
 - Any third-party fees that may be incurred.
 - A breakout of what each statement of work (Market Assessment, Export Guide, In-country Scoping Mission) will cost individually.
- Timeline of project milestones.

VI. Response and Submittal Deadline

Questions regarding this request for proposal should be directed to Abby Tierney, Manager of Global Policy at the American Feed Industry Association, at atierney@afia.org.

The response deadline for this RFP is 5:00pm EST, November 6, 2026. Final proposals should be submitted via email to Abby Tierney, at atierney@afia.org with the subject “Ecuador Animal Food Market Assessment.”

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.