
INTENT TO BID

Please provide this completed cover page back to us with your response.

We will respond to the Pet Food Institute Request for Proposal – Ghana Market Research

Yes _____ No _____

Organization Name _____

Representative _____

Contact Email _____

The completed proposal must be received by email at the Pet Food Institute by close of business on Friday, February 6, 2025. Submit your copy of the proposal to:

Dana Waters
Director of International Affairs
Pet Food Institute
dwaters@petfoodinstitute.org

Questions regarding this RFP can be directed to:

Daniel Nat-Davies
Vice President of Business Operations & Programs
Pet Food Institute
nat@petfoodinstitute.org

PET FOOD INSTITUTE – REQUEST FOR PROPOSAL
Market Access Program – Ghana Market Research

OVERVIEW / BACKGROUND

Established in 1958, PFI is the trade association representing U.S. cat and dog food manufacturers providing complete and balanced nutrition for the dogs and cats in 94 million U.S. households. Our members account for most of the dog and cat food made in the United States, with more than \$65 billion in domestic annual dog and cat food and treats sales and annual exports of more than \$2.4 billion. PFI's members collectively contribute to rural communities' vibrancy by employing over 35,000 people in 34 states, purchasing over \$13.2 billion in agricultural inputs from U.S. farmers and ranchers.

As the voice of American pet food makers, PFI advocates for a transparent, science-based regulatory environment that supports the domestic manufacture and global distribution of safe, nutritious, and high-quality pet food. PFI is committed to providing factual information about pet food and treat safety, nutrition, and health to pet owners.

Ghana is among the fastest-growing economies in sub-Saharan Africa, with an expanding middle class, increasing pet ownership, and strong consumer interest in premium imported goods. While top-line data suggests opportunity, much remains unknown about the structure of the Ghanaian pet food market, consumer behavior, and the regulatory landscape. A comprehensive study is needed to determine whether U.S. pet food products could capture a greater market share, what barriers exist, and how best to develop an effective promotion program.

SCOPE OF WORK

PFI is requesting proposals to conduct a comprehensive market research study of the commercial pet food market in Ghana, including interviews and on-the-ground observations where appropriate.

This study should include an examination of the economic, cultural, regulatory, and agricultural conditions that shape the Ghanaian pet food market.

Elements of the evaluation should include:

1. Overview of the Ghanaian pet food market, including geographic distribution of pet (dog and cat) populations and current/potential demand for commercial pet food.
2. Analysis of challenges and opportunities for U.S. pet food exports, including tariff and non-tariff barriers, regulatory requirements, and customs procedures.
3. Evaluation of consumer attitudes toward pets (dogs and cats), feeding practices, and perceptions of U.S. pet food products.
4. Identification and analysis of potential target cities for promotional activities, including local conditions or restrictions.

5. Competitive landscape: analysis of local and foreign competitors in Ghana's pet food market – their appeal, pricing, distribution, and marketing strategies.
6. Identification and interviews with at least:
 - 5 key importers
 - 5 key retailers
 - 5 key distributors
7. Identification of and contact with relevant Ghanaian veterinary associations, kennel clubs, and breeders.
8. Recommended market development activities to grow demand for U.S. pet food.
9. Identification of the major influencers of pet food purchases in Ghana.
10. Analysis of existing and potential barriers to U.S. pet food imports.

TIME SCHEDULE AND BUDGET

Final report due: 90 days after award

Target budget range: \$25,000 - \$30,000

PROPOSAL SUBMISSION DEADLINE

Proposals should be submitted by Friday, February 6, 2025, in order to be considered. Proposal decisions will be communicated by March 2026.

SELECTION CRITERIA

PFI's international programs team will select a contractor based on the following:

Experience in market research, specifically USDA Foreign Agricultural Service programs.

Experience and knowledge of the pet food industry.

Experience and knowledge of Ghana and/or sub-Saharan African markets.

Familiarity with the Ghanaian regulatory environment related to pet food.

Research methodology and analytical approach.

Experience and background of staff assigned to this project.

Proposed cost of an all-inclusive contract.

Timeline for completion.

Suggestions for additional evaluation elements not listed above.

NONDISCRIMINATION STATEMENT

PFI is an equal opportunity provider and employer. PFI prohibits discrimination and is committed to providing equal access to all programs, activities, and materials. For the full text of the PFI nondiscrimination statement, please visit the PFI website. Persons with disabilities who require special accommodation or alternative means for communication of information (e.g., Braille, large print, sign language translation), or persons who require special dietary accommodations, should contact PFI at (202) 791-9440 or info@petfoodinstitute.org