



**AAFCO**  
Association of American Feed Control Officials

REQUEST FOR PROPOSALS

# Development of an AI Agent for Evaluating Animal Feed Labels Compliance



PROPOSALS DUE: MARCH 19, 2026 | SUBMIT TO: [aafco@aafco.org](mailto:aafco@aafco.org)

## Request for Proposals (RFP)

### Development of an AI Agent for Evaluating Animal Feed Labels Compliance

**Date Issued:** February 19, 2026

**Submission Deadline:** March 19, 2026

**Contact Information:** All responses and inquiries should be directed to: [aafco@aafco.org](mailto:aafco@aafco.org)

#### Overview

The Association of American Feed Control Officials (AAFCO) is seeking proposals from qualified vendors for the development of an AI agent designed to evaluate compliance of animal feed labels with AAFCO model regulations and Title 21 of the Code of Federal Regulations (CFR). This AI agent will serve as a compliance assistance tool to ensure that animal feed labels meet regulatory standards and that marketing claims are substantiated.

AAFCO is currently using a dynamic database to evaluate the list of ingredients on a feed label. It has the ability to use Optical Character Recognition (OCR) from label photos and compare the ingredient names used to an established list of common or usual names for ingredients allowed in the U.S. This project is viewed as the next generation of that tool.

#### Project Goals

The AI agent will be required to perform the following functions:

1. **Database Development:** Compile a comprehensive database of common or usual feed ingredient names and their appropriate modifiers to facilitate accurate analysis of feed labels.
2. **Compliance Evaluation:** Assess whether all required components of animal feed labels are present, in accordance with AAFCO model regulations and 21 CFR. Evaluation should be able to be saved and shared with compliance staff as well as attached to inspection notes in pdf.
3. **Component Identification and Flagging:** Identify and flag any missing components (Product name, Purpose Statement, Drug activity, Guaranteed analysis, Ingredient list, Feeding Directions, Cautions or Warnings, Manufacturer, Net wt., lot number) on feed labels that are necessary for compliance. Be able to evaluate Pet Food Facts Box and Specialty Pet Food Facts Boxes. Able to evaluate multiple file formats, jpg, pdf, png, etc.
4. **Marketing Claims Analysis:** Evaluate marketing claims on the labels for substantiation, flagging any claims or buzz words that are not supported by scientific evidence or fail to meet regulatory standards.
5. **Field Friendly:** Should run on mobile phones, Android and iPhone, iPad or tablets. Able to take pictures of labels and provide evaluations.
6. **Pet Food Graphics:** Be able to evaluate proper graphic box use and format on “pet nutrition facts” labels as well as package standardized safe handling graphics.

## Scope of Work

The selected vendor will be responsible for the following:

1. Designing and implementing the AI algorithm capable of parsing and evaluating text on animal feed labels.
2. Creating and maintaining an up-to-date database of feed ingredients and regulatory requirements. Preference is to build from Online Database of Ingredients (ODI) or replace it.
3. Conducting testing to ensure the accuracy and reliability of the AI agent.
4. Providing ongoing support and updates for the AI agent as regulations evolve.
5. Delivering a user-friendly interface for stakeholders to utilize the AI agent effectively.
6. Provide a short how-to video for users.
7. Provide user support for log-in issues and other errors.

## Proposal Requirements

Proposals must include:

1. **Company Profile:** Background information, including experience in AI development and regulatory compliance tools.
2. **Project Approach:** Description of the technical approach to develop the AI agent and how compliance will be evaluated.
3. **Timeline:** Estimated project timeline including major milestones and deliverables.
4. **Outstanding Goals:** Identify any project goals the firm does not plan to accomplish, if any.
5. **Budget:** Detailed budget outlining costs associated with development, maintenance, and support.
6. **References:** At least three references from previous clients for similar projects.
7. **Challenges:** Outline processes that will be used to document challenges encountered during product development.
8. **Benchmarks:** Identify any benchmarks for partial payment during project development.

## Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Technical capability and experience related to AI development and compliance evaluation.
- Understanding of AAFCO regulations and the 21 CFR relevant to animal feed labels.
- Cost-effectiveness and budget justification.
- Ability to meet project timelines.

## Submission Guidelines

Proposals must be submitted electronically in PDF format no later than 30 days later than posting date to [aafco@aafco.org](mailto:aafco@aafco.org). Late submissions will not be considered.

## Confidentiality

All materials submitted in response to this RFP will be treated as confidential and will not be disclosed publicly without prior consent from the vendor.

Thank you for your interest in helping us maintain the standards of animal feed labeling and safety. We look forward to your proposals.

Sincerely,



Austin Therrell  
Executive Director  
Association of American Feed Control Officials (AAFCO)