# REQUEST FOR PROPOSAL (RFP)

# PUBLIC RELATIONS AND ADVERTISING REPRESENTATIVE;

# TRADE REPRESENTATIVE

The California Walnut Commission (CWC), headquartered in Folsom, California, has conducted marketing activities on behalf of the California Walnut Industry in Spain since 1986. The Commission has used a public relations agency in the coordination of public relations and marketing activities and an advertising agency for media plans and media buying. Additionally, the CWC will be seeking a trade representative to represent our interests among Spanish importers, retailers, food and beverage manufacturers and other trade segments. Under the U.S. Department of Agriculture (USDA) Market Access Program (MAP) regulations, the Commission is required to re-bid the accounts and is soliciting proposals from interested firms for the combined PR and Advertising components of this account. If interested in the trade component, separate proposals must be submitted. The Request for Proposal (RFP) guidelines, selection criteria and background information can be obtained from:

Pamela Graviet, Senior Marketing Director, International

California Walnut Commission

101 Parkshore Drive, Suite 250

Folsom, CA 95630 USA

Telephone: (916) 932-7070; Fax: (916) 932-7071

Email: rfp@walnuts.org

All inquiries and requests must be made in writing, in English. All final proposals must be received in Folsom, CA **no later than Friday, August 9, 2019**.

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