

## MARKETING AGENCY & TRADE REPRESENTATION REQUEST FOR PROPOSAL (RFP)

The California Walnut Commission, headquartered in Folsom, California, has conducted marketing activities on behalf of the California Walnut Industry in Korea since 1995. The Commission has utilized a Marketing Services Agency/Trade Representative for the purpose of maintaining a close working relationship with all levels of the trade, including, but not limited to, the food processing industry (bakers, confectioners, etc.), importers, wholesalers, distributors, retailers, and other organizations involved in the channels of commerce, vis-à-vis, walnuts from California. In order to increase awareness and utilization of walnuts by commercial users as well as consumers, an assortment of promotional and educational programs must be designed, implemented and evaluated. A Trade Representative is utilized to represent our interests among Korean importers and retailers.

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 one or more components of this account. The Request for Proposal (RFP) guidelines, selection criteria and background information can be obtained from:

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All inquiries and requests must be made in writing, in English. All final proposals must be received in Folsom, CA, USA **no later than Tuesday, August 18, 2017.**