



California Walnut Commission (CWC)

Request for Proposal (RFP) for Trade Representative/Marketing Services Agency India

BACKGROUND:

The California Walnut Commission (CWC) was established in 1987 to develop export markets for California walnut farmers and handlers (processors). The CWC is funded by grower assessments. Marketing activities are also funded the United States Department of Agriculture's (USDA) Market Access Program (MAP) under the administration of the department's Foreign Agricultural Service. Programs and marketing activities under this program are subject to the regulations and review of the USDA.

The CWC uses funds which are obtained through MAP and are subject to MAP regulations to conduct marketing activities in each market. The objective of these activities is to increase the consumption of California walnuts. The CWC has utilized marketing services agencies in international markets to coordinate and carryout activities on our behalf and to serve as a trade representative, acting as our liaison with importers, distributors, retailers and all other trade/key customers.

The CWC is seeking a trade representative, acting as our liaison with Indian importers, distributors, retailers and all other trade/key customers in order to develop the channels of commerce and promote the utilization of California walnuts. The trade function may include but is not limited to promotions, tradeshows, and/or one-to-one meetings.

The requested budget for the India Trade program in the coming marketing year (2018) is approximately \$625,000. Approximately one-half of the funds are obtained through the MAP program and all are subject MAP regulations.

SCOPE OF THE PROJECT:

This RFP is limited to India and, to the marketing year beginning January 1, 2018 – December 31, 2018. The initial contract can be extended for two marketing years beyond the first year based upon mutual agreement between all parties. After a total of three (3) years the project must be re-bid based upon the rules established by the USDA/FAS.

SCOPE OF THE PROPOSAL:

All proposals must include the following:

- Agency introduction and philosophy.
- Agency team proposed for the California Walnut Commission account.
- An overview of the Indian trade and the channels of commerce that are involved in the trade and/or utilization of walnuts, both consumer and commercial.
- Proposed activities to promote walnuts with the consumer and the commercial and industrial trades for the marketing year 2018.
- Recommended strategy, both short and long-term.
- Budget recommendations, including estimated out-of-pocket expenses and fees.
- List of references with complete contact information.
- Primary agency contact and contact information.
- **Successful program examples** (consumer advertising, trade, and/or public relations)
- Additional information that would be of assistance (i.e., government relations, etc.)

TRADE REPRESENTATIVE/MARKETING SERVICES AGENCY CRITERIA

All proposals will be judged against the following selection criteria. Each criterion is weighted by the percentage indication to be used in developing an overall score for each proposal.

- a) Knowledge of the Indian market, specifically the retail food chain and distribution systems as well as, food manufacturing industry. (20%)
- b) Experience in developing and implementing food based market development and market promotional activities in India that can be evaluated on a year-to-year basis. (20%).
- c) Experience in developing and maintaining active working relationships with the Indian importing trade, retail food trade, food manufacturing (industrial) trade, and other trade segments that are actively involved in the importation, distribution and usage of California walnuts. (20%)
- d) Experience with the U.S. Agricultural Trade Office, Market Access Program (MAP) and the American Embassy staff. (10%)
- e) Suggested fee schedule (e.g., planning fees, monthly representation fees, etc.). (10%)
- f) Scope of Proposal thoroughness. (10%)
- a) Language capabilities in Hindi and English (10%)

TIMING AND SUBMISSION OF PROPOSALS:

Two hard copies should be submitted in English and received in Folsom no later than Tuesday, **October 31, 2017**. In addition, **an electronic copy of the proposal sent via email or electronic file transfer is also required on or before the day of the deadline**. For more information, please contact Ms. Graviet at the address and contacts below.

All proposals must be submitted to:

Pamela Graviet, Senior Marketing Director, International
California Walnut Commission
101 Parkshore Drive, Suite #250
Folsom, CA 95630
Phone: 916-932-7070
Fax: 916-932-7071
Email: rfp@walnuts.org

REVIEW PROCESS:

The review process may occur in two steps. First, all interested agencies will submit a proposal outlining their agency's and individuals' qualifications for this account as listed in the *Scope of Proposal*. These proposals will be reviewed and scored. Firms with the best overall scores may be invited to formally present their proposals. If it is determined that one firm clearly scores well above the rest, selection will occur and the second step will be eliminated.

Second, if multiple firms have high scores, selected firms will be asked to formally present their concept of proposed activities for California walnuts in India. All costs for all materials developed for this presentation will be the agency's responsibility. As part of this process, in country interviews and presentations may be conducted in early November with the CWC Senior Marketing Director, International. If unable to schedule interviews and presentations at that time, meetings through Skype or another video conferencing medium will be conducted no later than November 17th. All companies submitting proposals will be notified in writing of the selection results no later than November 30th.

REFERENCE MATERIAL:

A copy of the following is attached for your information:

1. CWC India 2016 Unified Export Strategy (MAP Application – Marketing Plan)
2. India 2016 Country Progress Report
3. India 2016 Country Activity Program Evaluation Study

ADDITIONAL INFORMATION:

Selected agency must be able to travel to California for the CWC annual Global Marketing Conference being held January 8-12, 2018.