

PUBLIC RELATIONS AGENCY 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 Public Relations Agency with the purpose of employing a multi-channel approach to raise consumer awareness of the uses and benefits of walnuts from California.

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:

Pamela Gravier, Senior Marketing Director, International
California Walnut Commission
101 Parkshore Dr., Ste. 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, USA **no later than Tuesday, August 18, 2017.**