



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



The California Walnut Commission (CWC), headquartered in Folsom, California, was established in 1987 to develop export markets for California walnuts. The CWC is seeking a Marketing Services Agency/Trade Representative for the purpose of acting as our liaison with all levels of trade within China, 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, develop the channels of commerce and promote the utilization of California walnuts, an assortment of promotional and educational programs must be designed, implemented and evaluated.

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, September 5, 2017.**

“The CWB / CWC prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual’s income is derived from any public assistance programs. To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). CWB / CWC is an equal opportunity employer and provider.”

## 市场营销贸易代表处意向书征求



美国加州核桃协会（简称CWC）成立于1987年，总部位于加利福尼亚州的弗尔萨姆，主要致力于加州核桃出口市场的发展。美国加州核桃协会现征求市场营销贸易代表处，主要负责与中国各方贸易的联系，包括但不限于食品加工行业（面点师、糖果商等）、进口商、批发商、经销商、零售商以及涉及加州核桃商业渠道的其他组织。为了提高加州核桃的市场认识度、开发商业渠道，推广加州核桃的使用，制定开展和评估各类宣传营销和教育培训活动。

基于美国农业部市场推广项目规定，本协会对市场营销贸易代表处一职重新投标，征集一家或以上有兴趣公司的意向书。关于意向书的指导方针、选择标准和背景信息可向以下索取：

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

所有询问和要求必须以英文书面形式提出。所有最终意向书必须于**2017年9月5日前**提交至美国加州核桃协会。

“CWB/CWC不允许在所有的项目活动中歧视种族、肤色、国籍、年龄、残疾、性别、婚姻状况、家庭状况、父母状况、宗教、性取向、基因、政治立场、报复或者个人全部或部分收入接受政府支持。歧视投诉请联系美国农业部人权部：1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, 或致电 (800) 795-3272 (voice) 或 (202) 720-6382 (TDD)。CWB/CWC是提供平等机会的雇主。”