



California Walnut Commission (CWC)

Request for Proposal (RFP) for a Market Research Agency – Saudi Arabia Market Evaluation

BACKGROUND:

The California Walnut Commission (CWC) was established in 1987 to develop export markets for California walnut growers and handlers (processors). The CWC is funded by grower assessments. Marketing activities are also funded by 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. Currently activities are conducted in nine markets: China, the European Union Industrial Region, Germany, India, Japan, Korea, Spain, Turkey and the United Kingdom. As production of walnuts in California increases, the CWC periodically evaluates new markets that show opportunity for potential program expansion.

SCOPE OF THE PROJECT:

In evaluating new market potential for California walnuts, the CWC will conduct market research in Saudi Arabia. This RFP is for market research only and is to determine the feasibility and potential within the Saudi Arabian market. This project requires working knowledge of the Saudi Arabian market and cultural sensitivity to the business and consumer environments.

PROJECT OBJECTIVES:

The CWC will conduct market research, via a feasibility study, with consumers and trade. The research will identify trade and consumer attitudes toward nuts, walnuts and California specifically. Further, the trade research will determine the key issues that are of concern to the trade in importing the product, its perceptions of the CWC image and impressions on marketing programs. The project will enable the CWC to determine if Saudi Arabia should be pursued with a marketing program, and to identify appropriate FAS or industry programs to meet industry goals. A complete list of targeted norms/performance measures identified for the projects is available upon request for interested candidates.

TIMING OF THE PROJECT:

Due to the nature of harvest timing and California walnut availability in the market, market research should be conducted no earlier than November 1, 2017 with results provided no later than March 15, 2018.

SUBMISSION OF PROPOSALS:

All proposals must be submitted to: Pamela Gravier, Senior Marketing Director, International California Walnut Commission
101 Parkshore Dr., Ste. 250
Folsom, CA 95630
Phone: 916-932-7070
Fax: 916-932-7071
Email: rfp@walnuts.org

Two hard copies of the proposal must be received in the Folsom office no later than Friday, October 6, 2017. Email and fax copies are not acceptable, so approximate delivery time to Folsom, California should be factored into the deadline.

If needed, those selected for final presentations/interviews will be notified by October 13, 2017. All companies submitting proposals will be notified in writing of the selection results. A final decision will be made no later than October 25, 2017. For more information, please contact Pamela Gravier, Senior Marketing Director, International, California Walnut Commission.

BID FORMULATION:

Candidates may apply for a portion of the project (i.e. consumer or trade) or the project in full. In formulating bids, please provide a rationale for the selected methodology along with cost breakdowns of the following:

- Survey of Trade Sector (importers, distributors, users by sector – retail, HRI & Food Processing, etc.).
 - Type of survey to be conducted (online, face to face, etc.)
 - Sample Size (number of candidates to be interviewed by sector)
 - Survey Design
- Survey of Consumers
 - Type of survey to be conducted (online, face to face, etc.)
 - Sample Size (number of candidates to be interviewed)
 - Survey Design
- Tabulation and analysis of data.
- Preparation of reports to the CWC. (Two bound hard copies of each.)
- Additional data that is pertinent to the project.

REPORTING REQUIREMENTS:

- Executive Summary
- Background and Purpose
- Diagnostic Analysis
- Summary of Goals - targeted norms/performance measures
- Supporting Charts and Tables (all raw data to be included)

- Recommendations for the CWC in determining Saudi Arabia feasibility

SELECTION 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) Experience in developing and implementing consumer and/or trade research in Saudi Arabia or other middle-eastern country. (25%)
- b) Knowledge of the market. (25%)
- c) Research project references and samples of previous work. (10%)
- d) Completeness and thoroughness of proposal. (20%)
- e) Language capabilities in foreign languages and English. (10%)
- f) Itemized Costs. (5%)
- g) Experience with U.S. Commodity and/or USDA Foreign Agriculture Service Programs (i.e. MAP, EMP, FMD) (5%).

SUPPORTING MATERIALS:

Materials will be provided to interested candidates including:

- 1. Domestic marketing materials

The CWC looks forward to reviewing your proposal. Please contact us should you have any questions or require additional information.

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