

California Walnut Board

101 Parkshore Drive, Suite 250

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An Equal Opportunity Employer and Provider**U.S. ATTITUDE & USAGE STUDY
REQUEST FOR PROPOSAL (RFP)**

The California Walnut Board (CWB), headquartered in Folsom, California, conducts marketing activities (PR, advertising, etc.) on behalf of the California walnut industry in the domestic market. Attitude & Usage studies are conducted periodically to assess perceptions of both consumers and non-consumers of walnuts. The CWB is currently seeking proposals to conduct an Attitude & Usage Study in early 2017.

The Request for Proposal (RFP) guidelines, selection criteria and background information can be obtained by emailing rfp@walnuts.org.

All inquiries and requests must be made in writing, in English. All final proposals must be received in Folsom no later than 5 pm PST Friday, December 30, 2016.

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