



## **AGENCY REQUEST FOR PROPOSALS (RFP)**

- (1) Trade Representative/Marketing Services Agency**
- (2) Public Relations and Advertising Agency**

The California Walnut Commission, headquartered in Folsom, California, has conducted marketing activities on behalf of the California Walnut Industry in India since 2014. In order to increase awareness and utilization of walnuts by commercial users as well as consumers, an assortment of promotional and educational programs must be designed, implemented and evaluated. **Companies and/or individuals submitting proposals must have prior experience working with foreign agriculture commodity groups to be considered.**

The Commission is seeking an in-country agency or agencies to accomplish these tasks. The Commission has utilized a Trade Representative/Marketing Services Agency for the purpose of maintaining a close working relationship with all levels of the trade and developing and executing measurable programs that accomplish stated goals. A Public Relations and Advertising Agency has also been utilized with the purpose of employing a multi-channel approach to raise consumer awareness of the uses and benefits of walnuts from California.

Agencies may submit proposals on one or both of these RFPs with the understanding that if they are selected, they will work collaboratively with another agency if separate agencies are selected for the trade and consumer related needs. If interested in both components, separate proposals for each must be submitted.

Under the U.S. Department of Agriculture Market Access Program (MAP) regulations, the Commission is required to re-bid the account and is soliciting proposals from interested firms. The Request for Proposal (RFP) guidelines, selection criteria and background information can be obtained from:

Pamela Graviet, Senior Marketing Director, International  
California Walnut Commission  
101 Parkshore Drive, Suite # 250 Folsom, California 95630 USA  
Telephone: (916) 932-7070; Fax: (916) 932-7071  
Email: [rfp@walnuts.org](mailto:rfp@walnuts.org)

**All inquiries and requests must be made in writing, in English and indicate the country for which you are interested in receiving materials. Interested firms may bid on one or both proposals. All final proposals must be received in Folsom on or before Friday, August 21, 2020**

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