



MARKET RESEARCH Request for Proposal (RFP)

The California Walnut Commission, headquartered in Folsom, California, has conducted marketing activities on behalf of the California Walnut Industry in seven export markets and one region, including Germany, India, Japan, South Korea, Spain, Turkey, The United Kingdom and the Middle East region. Comprehensive market research is conducted annually in each market to evaluate the effectiveness of our activities and shifts in consumer usage and attitudes.

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:

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California Walnut Commission
101 Parkshore Drive, Suite # 250 Folsom, California 95630 USA
Telephone: (916) 932-7070; Fax: (916) 932-7071
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All inquiries and requests must be made in writing, in English via the email above. All final proposals must be received in Folsom on or before Friday, August 21, 2020

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