



AGENCY REQUEST FOR PROPOSALS (RFP)

Morocco

Trade Representative/Marketing Services Agency

The California Walnut Commission, headquartered in Folsom, California, has conducted marketing activities on behalf of the California Walnut Industry in multiple countries since 1987. To increase awareness and utilization of walnuts by commercial users as well as consumption by consumers, an assortment of promotional and educational programs must be designed, implemented, and evaluated.

The CWC is seeking an in-country agency with a proven record and creative excellence for strategic market development and program execution. Prior experience working with agricultural commodity groups and non-branded goods is preferred. The trade representative/marketing services function assists in the development of the channels of commerce and increased utilization of California walnuts. Year-round activities may include but are not limited to ongoing one-on-one meetings with identified importers, distributors, retailers, foodservice, food manufacturing and other trade segments; inbound and/or outbound trade missions between sellers of California Walnuts and Moroccan buyers; tradeshow; and educational/technical seminars and/or webinars designed to gain increased knowledge of the distinct characteristics of walnuts from California, increased preference development, and increased distribution. Planned activities must be measurable to anticipated outcomes.

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

California Walnut Commission
110 Woodmere Road, Suite 250, Folsom, CA 95630 USA
Email: rfp@walnuts.org

All inquiries and requests must be made in writing, in English. All proposals must be received in Folsom on or before Wednesday, March 19, 2025, as specified in the proposal guidelines.

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