

California Walnut Board

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An Equal Opportunity Employer and Provider



**Request for Proposals (RFP) for a Market Research Agency to
Assess Optimum Marketing Spend in the U.S.**

The California Walnut industry is made up of over 4,500 growers and 85 handlers (processors), who produce over 99% of the U.S. production of English walnuts. The growers and handlers are represented by two entities, the California Walnut Board (CWB) and the California Walnut Commission (CWC), headquartered together in Folsom. One of the functions of the CWB/CWC is to conduct generic marketing activities in the domestic market.

Scope of the Project:

This RFP serves to measure the impact of additional advertising and/or other marketing spend on California walnut sales in the United States. This project will help determine the optimal spending level for increasing sales as well as help identify the mix of programs that are most effective. Preference will be given to firms that employ analytical sales estimating tools/ROI models and are able to manage all of the CWB's research needs.

Timing of the Project:

The project will begin in October 2021, following completion of the RFP process. The final report due to the CWB on/before January 7, 2022.

Budget:

Budget for this project is not to exceed \$95,000 inclusive of all costs.

Submission of Proposals:

All proposals must be submitted to: Attn: Domestic Marketing Director
California Walnut Board
101 Parkshore Drive, Suite 250
Folsom, CA 95630
Phone: (916) 932-7070
Email: rfp@walnuts.org

Three physical hard copies of the proposal are due to the CWB on/before 5 pm PST August 16, 2021. The CWC will make an initial selection no later than September 3, 2021. Leading candidates may be interviewed in our offices at their own expense. Final

decision will be made no later than September 20, 2021. All companies submitting proposals will be notified in writing of selection results.

For more information and full criteria please email: rfp@walnuts.org.

“The CWB / CWC prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual’s income is derived from any public assistance programs. To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). CWB / CWC is an equal opportunity employer and provider.”