

California Walnut Board

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An Equal Opportunity Employer and Provider

**Request for Proposals (RFP) for a Web Design Firm**

The California walnut industry is made up of over 4,000 growers and 59 handlers. The growers and handlers are represented by two entities, the California Walnut Board (CWB) and the California Walnut Commission (CWC).

California Walnut Board

The Walnut Marketing Board was established in 1948 to represent the walnut growers and handlers of California. In April 2008, the Walnut Marketing Board became the California Walnut Board to provide origin designation to the product it represents. The Board is funded by mandatory assessments of the handlers. The CWB is governed by a Federal Walnut Marketing Order. The Board promotes usage of walnuts in the United States through publicity and educational programs. The Board also provides funding for walnut production and post-harvest research.

Scope of the Project:

The CWB is seeking a web design firm to redesign its website, www.walnuts.org. The goal of this project is to rebuild the site to attract more visitors, encourage longer site visits, engage visitors to return to the site, and improve the overall user experience. **In addition, the site must run on a Windows platform on an internal server and comply with Section 508 standards.**

Timing of the Project:

The CWB will launch a redesigned site in the first quarter of 2009.

Submission of Proposals:

All proposals must be submitted to:

Jennifer Getz, Assistant Marketing Director

California Walnut Board

101 Parkshore Drive, Suite 250

Folsom, CA 95630

Phone: (916) 932-7070

Email: rfp@walnuts.org

Two hard copies of the proposal are due to the CWB on/before **August 27, 2008**. The CWB will make an initial selection no later than **September 8, 2008**. Leading candidates may be interviewed in our offices at their own expense. Final decision will be made no later than **September 18, 2008**. All companies submitting proposals will be notified in writing of selection results. For more information please contact Jennifer Getz, Assistant Marketing Director at the above listed address, phone and fax numbers.

Background/Criteria:

Proposals must address the following tasks and features:

- How will you improve the site's information architecture?
- How will you create a fresh visual design that supports and promotes the California walnut brand? (We do not need to see design comps – just detail your approach.)
- What changes will you make to improve the user experience?
- How will you create a content management system that will allow CWB employees to manage dynamic aspects of the site?
- Proposed Team
- Project Timeline
- Budget Estimate

Additional Requirements:

- Add Trade Section
- Add Health Professionals Section
- A Well-Developed Health and Nutrition Section
- Expand the capabilities of the Grower/Handler section
- Section 508 Compliance
- Improve recipe search, navigation, and layout
- Opt-in for Emails from the CWB
- Embedded Video

Selection Criteria:

- Experience with web design and content management systems, specifically with a commodity group. (25%)
- Ideas for enhancing the site. (25%)
- Completeness and thoroughness of proposal. (30%)
- Project Timeline (10%)
- Cost (10%)

We look forward to reviewing your proposal. Good luck, and please contact us should you have any questions or require additional information.

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