



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

- (1) Trade Representative/Marketing Services Agency**
  - (2) Public Relations/Advertising Agency**
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The California Walnut Commission, headquartered in Folsom, California, has conducted marketing activities on behalf of the California Walnut Industry in Spain since 1986. 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.

The Commission has utilized a Trade Representative/Marketing Services Agency to represent its interests among Spanish importers and retailers for the purpose of maintaining a close working relationship with all levels of the trade, including, but not limited to, the food processing industry (bakers, confectioners, etc.), importers, wholesalers, distributors, retailers, HRI, culinary institutions, and other organizations involved in the channels of commerce, vis-à-vis, walnuts from California. The trade function may include but is not limited to one-to-one meetings, tradeshow and/or promotions.

A Public Relations/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. This includes outreach to the healthcare professional community as well as direct to consumers. Agencies are invited to 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. Interested parties may bid on the Public Relations & Advertising and/or Trade Representation components individually or combined. Companies, primary agency representatives proposed for the CWC's account, and/or individuals submitting proposals must have prior experience working with agricultural commodity groups and/or generic (non-branded) entities in the food and beverage sector to be considered.

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 Gravier, 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. Interested firms may bid on one or both proposals. All final proposals must be received in Folsom, CA, USA on or before Friday, July 1, 2022 as specified in the proposal guidelines.**

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