



AGENCY REQUEST FOR PROPOSALS (RFP) US Market Research Agency

The California Walnut Board (CWB), headquartered in Folsom, California, has conducted marketing activities on behalf of the California Walnut Industry in multiple countries since 1987. The CWB are seeking proposals from market research agencies to support its consumer communications program to raise awareness and increase consumption of California walnuts in the US market.

The CWB is looking to conduct a study to evaluate consumer buyer behavior in the United States, assessing attitudes and usage of both consumers and non-consumers of walnuts, as well as CWB's defined consumer target audience. Non-rejecters of walnuts will also be assessed to determine barriers to purchasing walnuts. Initially, the research contract will be for one year, beginning in 2026, with the possibility of an annual extension for up to two more years.

The complete Request for Proposal (RFP) guidelines, selection criteria and background information can be obtained from:

Christine Lott, Director Integrated Communications
California Walnut Board
110 Woodmere Road, Suite 250, Folsom, CA 95630 USA
Telephone: (916) 932-7070 Email: rfp@walnuts.org

All inquiries and requests must be made in writing, in English. All final proposals must be received in Folsom on or before Monday, April 6, 2026, as specified in the proposal guidelines.

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