



AGENCY REQUEST FOR PROPOSALS (RFP)

Trade and Consumer Representative/Marketing Services Agency

The California Walnut Commission, headquartered in Folsom, California, has conducted marketing activities on behalf of the California Walnut Industry in Canada since 2019. In order to increase awareness and utilization of walnuts by retailers and other commercial users, 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 Canadian 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 representative must be able to either conduct or outsource consumer public relations/advertising activities, such as Media Relations, Social Media and Influencer Engagement, Recipe Development, Advertising, Healthcare Professional Outreach, and Participation in Strategic Events. Only a small portion of the budget will be allocated to consumer public relations/advertising.

It's helpful if companies, or primary agency representatives proposed for the CWC's account, 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:

California Walnut Commission
110 Woodmere Road, Suite # 250 Folsom, California 95630 USA
Telephone: (916) 932-7070; Email: Intlrfp@walnuts.org

All inquiries and requests must be made in writing and in English. All proposals must be **submitted on or before Friday, July 17, 2026**, as specified in the proposal guidelines.

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