



1020 Innovation Lane
Mankato, Minnesota 56001
<https://mcpr-cca.org/>

CALL FOR MINNESOTA AG RETAIL SURVEY LIAISONS

Minnesota Crop Production Retailers (MCPR) seeks to contract survey liaisons for year two of the Minnesota Ag Retail Survey.

Minnesota Crop Production Retailers is partnering with the Minnesota 4R Nutrient Stewardship Council (MNSC) to gather statewide data from agricultural retailers on conservation and nutrient management practices to support Minnesota's stewardship and conservation goals. Modeled after the work done in both Iowa and Illinois, the annual Minnesota Ag Retail Survey will survey randomly selected retailers and farm fields across the state. The data collected will generate actionable trendlines for Minnesota growers, provide additional information for the MN Nutrient Reduction Strategy, and can be compared with similar initiatives in Iowa and Illinois.

Survey liaisons will be independent contractors, paid per completed site visit. MCPR will provide a flat rate of \$400 for each completed site visit, which includes the data collection from 12 randomly selected farm field records.

Details regarding qualifications are listed on page two of this posting. Interested candidates should send a letter of interest, a conflict of interest declaration form, and a current resume to:

Email: emma@mcpr-cca.org

Subject Line: Survey Liaison – Minnesota Ag Retail Survey

Mail: Minnesota Crop Production Retailers, Attn: Emma Haydock
1020 Innovation Lane, Mankato, Minnesota 56001

Letters of interest will be accepted through May 29, 2026. More materials and information are available on the MCPR website.

Background

The Minnesota Ag Retail Survey and associated sampling framework was designed by the Iowa State University Center for Survey Statistics and Methodology (ISU CSSM) to provide practice implementation information on randomly selected farm fields using ag retailer records. This approach matches similar retail surveys conducted among Iowa, Illinois, and Indiana retailer locations.

Liaisons appointed by MCPR will survey randomly selected ag retail locations by acquiring anonymous data related to agricultural practices from grower/customer records for the 2025 crop year (year two of the Minnesota Ag Retail Survey). Data will be collected in the summer of 2026. Project coordination and contracting with ISU CSSM will be done by the Iowa Nutrient Research & Education Council (INREC).

Minnesota is divided into nine regions or crop reporting districts (CRD) to represent each region of the state. The number of ag retail locations within each CRD will determine how many field surveys each liaison needs to collect. From a total population of roughly 300 ag retail locations offering agronomy services across Minnesota, 90 will be randomly selected to participate in providing 12 randomly selected individual farm field records. Ultimately, the goal set by ISU CSSM is to collect data from at least 500 fields across the state, the number determined to be a representative sample.

Liaisons will be utilized to meet in person with the ag retailers, conduct the random selection protocol, and collect the data using an online survey form maintained on a private, secure server. The average time spent at each retail location to perform the random selection protocol and data collection is approximately one hour.

Ag retail locations and individual growers will be given the opportunity to opt out of the survey process and not have their data included if they choose. The protocol is designed to be efficient and ensure that no personal information related to the grower is recorded. The data will be reported at the state aggregate level.

Position Duties

- Conduct on-site surveys - **please provide preference of region in letter of interest.**
- Collect survey data on both paper forms and online, using the *LimeSurvey* application.
- Communicate clearly, both orally and in written form, and in an unbiased and ethical manner with nutrient service providers.
- Travel to the ag retail locations required.
- Work cooperatively with staff and survey administrators.
- Make comprehensive and consistent decisions while recording survey data for submission.
- Provide complete, prompt deliverables within the timeline of the survey process.
- Function productively as a member or leader of a work team.

Qualifications

Education and Experience

Minimum:

- Currently enrolled and working towards, or already obtained, a post-secondary certificate or a college degree (associate degree or higher).
- Relevant work experience in the agriculture sector,
 - AND/OR experience conducting surveys in the context of agriculture or environmental sustainability.

Preferred:

- Proficiency in online survey or data collection applications, including *LimeSurvey*.
- Demonstrated experience in nutrient management.
- Certified Crop Adviser in good standing.
- Other related and current professional certificates.

It is preferred candidates be located in Minnesota. Contract position noted.

Questions?

Contact Emma Haydock, 4R Coordinator and CCA Administrator with Minnesota Crop Production Retailers, at (507) 719-4899 or emma@mcpr-cca.org. Additional information can be found online at <https://mcpr-cca.org/mn-ag-retail-survey/>.