

CALL FOR MINNESOTA AG RETAIL SURVEY LIAISONS

Minnesota Crop Production Retailers (MCPR) seeks to contract survey liaisons for 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, Minnesota will be participating in its very own Ag Retail Survey. The 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. We 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 31st, 2025. More information and materials are available on the MCPR [website](https://mcpr-cca.org/).

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 retailer locations and Illinois 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 2024 crop year. Data will be collected in the summer of 2025. Project coordination and contracting with ISU was 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 samples each liaison needs to collect. From a total population of 316 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.

Regional liaisons will be utilized to meet in person with the ag retailers to conduct random selection protocols and collect the data via an online survey form maintained on a private, secure server. The average time spent at each retail location to carry out 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 online using the *LimeSurvey* application, or on paper depending on the availability of Wi-Fi.
- 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 college degree (may be an associate degree or certificate)
- Applicable work experience in the agriculture sector,
 - o AND/OR experience conducting surveys in the context of agriculture or environmental sustainability.

Preferred:

- Demonstrated experience in nutrient management.
- Certified Crop Adviser in good standing, provided there is sufficient evidence of no conflicts of interest associated with consulting activities.
- Other related and current professional certificates.
- Clear and concise communication skills, both in oral and written form.
- Proficiency in online survey applications.

Training

Minimum:

Training in all of the following areas:

- Agricultural production systems; and,
- Basic principles of surveying and data collection.

Preferred:

Training in any of the following areas:

- Relevant ISO Standards (e.g., ISO 19011, ISO 9001, ISO 14000, etc.);
- Nutrient management;
- Good Agricultural Practices (GAP); or,
- 4R Nutrient Stewardship.

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

Questions?

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