



Request for Proposal

PROJECT: Soybean Farmer Market Research Study

RFP CONTACT:

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PROJECT PROPOSAL SUBMISSION DEADLINE: Dec. 1, 2018

DESCRIPTION:

The United Soybean Board (USB) requests a proposal to engage a trained consultant or firm to conduct a farmer market research study to better understand U.S. soybean farmer adoption and understanding of pest management practices, brand awareness of the Take Action program and pesticide-resistance management resources, ag technology adoption, awareness of USB's technology resources, and rural broadband access.

PURPOSE OF RFP:

USB has several new and expanded programs to provide farmers with soybean production resources. The intent of this study is to better understand production challenges tied to these programs that our farmer audience experiences and to better understand brand awareness of these programs. Results of this study will be used to guide program message strategy and message targeting.

METHODOLOGY:

The consultant or research firm will collect and analyze data to meet the RFP purpose, resulting in a thorough analysis that addresses the outlined scope of work:

- Develop questionnaire, with input from Osborn Barr staff, that addresses the following topics:
 - U.S. farmer adoption and understanding of soybean weed, disease, and insect control practices
 - The incidence of pesticide resistance on U.S. soybean farms
 - Brand awareness of the Take Action program and pesticide-resistance management resources
 - U.S. soybean farmer ag technology adoption
 - Farm-wide technology operability and connectivity



- Conduct survey of U.S. soybean farmers of technology and other farm practices.
- Analyze collected data, providing breakdowns by age, farm size, geography, etc.
- Identify further study opportunities, if any, to better understand these results and track behavior change that may have been affected by USB work in this space.

TARGET AUDIENCE: U.S. Soybean Farmers

PROJECT TIMELINE: Our expectation is for this project to span from **Dec. 4, 2018 – Jan. 11, 2019**. We are asking that the project proposal include details about what the proposed timeline, survey methodology, and analysis methodology would look like.

- Dec. 1, 2018: Proposals submitted for review.
- Dec. 4, 2018: Consultant or research firm selected and notified.
- Dec. 4, 2018 – Jan. 11, 2019: Study conducted.
- Jan. 11, 2019: Results and analysis delivered to Osborn Barr.

DELIVERABLES:

- Presentation deck describing high-level results and key insights from collected data.
- Write-up of all results and analysis, including crosstabs.
- Aggregated questionnaire results indicating percent responses for each question and calling out statistically significant data.

INSTRUCTIONS: Please submit your proposal via email to Gracie Weinzierl at gracie.weinzierl@osbornbarr.com. Proposals are to be submitted no later than 5 p.m. CST on Dec. 1, 2018. Any questions on the application process or the proposal and its content should be directed to Gracie Weinzierl (gracie.weinzierl@osbornbarr.com).

