



## Conservation Technology Information Center

### Request for Proposal (RFP)

### Cover Crop Enrollment Partnership Program

### Conservation Technology Information Center (CTIC)

**Proposal Deadline: April 8, 2026**

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#### Primary Contact

**Theresa Pedretti**

Senior Soil Health Specialist

Email: [pedretti@ctic.org](mailto:pedretti@ctic.org)

Phone: 507-459-9079

### 1. Purpose

The Conservation Technology Information Center (CTIC) is seeking proposals from qualified vendors to participate in its **Cover Crop Enrollment Partnership Program**. Through this program, CTIC aims to collaborate with partners capable of providing targeted, network-based engagement that identifies, qualifies, and connects high-quality farmer prospects for enrollment in the Farmers for Soil Health (FSH) program during the 2026 signup period across Minnesota, South Dakota, and Wisconsin. Participating partners will receive **up to \$3 per acre** for each grower they successfully support through to **completed enrollment**. CTIC anticipates awarding 2-4 contracts.

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### 2. Eligible Vendors

- Farmer Cooperatives and Ag Retailers
- Independent Crop Consultants & Consulting Companies
- Ag technology companies
- Non-profits; non-governmental organizations

### 3. Project Goals

- Generate strong, targeted grower leads for the FSH program.
  - Support CTIC Technical Assistance (TA) staff through timely, qualified referrals.
  - Increase FSH enrollment by **20,000 acres** during the 2026 enrollment period.
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## 4. Scope of Work

Participating vendors will be responsible for targeted outreach, lead generation, and effective handoff of qualified prospects to CTIC for enrollment support. Key tasks include:

### 4.1 Lead Identification & Development

- Build targeted prospect lists of eligible growers across MN, SD, and WI, as applicable to the vendor's location.
- Ensure all identified acres are **not** enrolled in EQIP, CSP, RCPP, or any other federally funded AMP programs that provide cover crop incentives. Because FSH is federally funded, acres cannot be stacked with other federal program payments.

### 4.2 Lead Qualification & Preparedness

- Engage growers directly to confirm:
  - Basic eligibility for the FSH program
  - Acreage availability for fall 2026 cover crop planting
  - Interest in participating in the FSH program
- Provide growers with accurate program information so they are prepared for CTIC's follow-up.

### 4.3 Defined Lead Handoff Procedure

Vendors must follow CTIC's standardized handoff process:

1. **Submit qualified leads** through CTIC's designated intake system, including:
  - Grower contact info
  - Acreage and eligibility details
  - Summary of initial discussion
  - Confirmation of permission for CTIC to follow up
2. CTIC TA staff will then:
  - Conduct all further outreach for FSH enrollment
  - Complete the enrollment process directly with the grower

3. Vendors do **not** complete enrollment; they deliver well-qualified referrals and CTIC handles enrollment execution.

This ensures consistent communication, proper documentation, and streamlined enrollment.

#### **4.4 Communication & Coordination**

- Provide bi-weekly status updates including referral counts and lead quality metrics.
  - Participate in scheduled check-in meetings.
  - Maintain responsiveness to CTIC staff and communicate issues promptly.
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### **5. Required Capabilities**

Vendors must demonstrate the ability to:

- Generate **well-qualified** grower referrals ready for CTIC follow-up.
  - Execute **accurate and timely lead handoffs** according to CTIC procedure.
  - Maintain high-quality data and documentation.
  - Collaborate effectively with CTIC's multi-state TA network.
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### **6. Compensation & Payment Schedule**

#### **6.1 Payment Trigger**

Vendor payment is triggered **only when**:

- Grower is successfully enrolled into the FSH DTN platform by CTIC

#### **6.2 Payment Amount**

- Vendors will receive **up to \$3 per enrolled acre** associated with their qualified referral. In your proposal please specify your charge per acre, not to exceed \$3 per enrolled acre.

#### **6.3 Payment Timing**

- Payments will be issued **monthly upon receipt by CTIC of an invoice**, based on all confirmed enrollments completed during the prior month.

- CTIC will provide vendors with a monthly enrollment verification report before payment is processed.

## **6.4 Ongoing Incentive**

This program is designed to encourage continuous delivery of qualified referrals.

CTIC encourages ongoing outreach throughout the entire enrollment window.

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## **7. Proposal Contents**

Proposals must include:

### **7.1 Company Overview**

- Background, experience, organizational capacity
- Regional presence within MN, SD, or WI

### **7.2 Approach & Methodology**

- Proposed outreach and qualification process
- System for lead tracking
- Anticipated acre target for FSH enrollment

### **7.3 Team & Resources**

- Key personnel, roles, and relevant experience
- Subcontractors (if applicable)

### **7.4 Client References**

- At least two recent or relevant references

### **7.5 Additional Value**

- Optional enhancements, services, or innovations
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## **8. Timeline**

- **Information Session and Q&A:** March 24, 2026, at 1:00 p.m. Central Time (email [pedretti@ctic.org](mailto:pedretti@ctic.org) to request the meeting link).
- **Vendor Questions Due:** March 26, 2026

- **Proposal Deadline:** April 8, 2026
- **Vendor Selection:** May 1, 2026
- **Project Kickoff:** June 10, 2026
- **Final Deliverables Due:** August 14, 2026

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## 9. Proposal Evaluation & Scoring Rubric

Category	Description	Points
<b>Company Experience &amp; Qualifications</b>	Relevant experience; capacity for regional outreach.	<b>20</b>
<b>Approach &amp; Methodology</b>	Strength of outreach plan, qualification process, and handoff workflow.	<b>30</b>
<b>Team Expertise &amp; Resources</b>	Skills, staffing, and ability to execute.	<b>15</b>
<b>Technology, Tools &amp; Data Management</b>	Systems for lead capture, tracking, scoring, and reporting.	<b>15</b>
<b>Past Performance &amp; References</b>	Quality of similar work and references.	<b>10</b>
<b>Cost</b>	\$1/ acre = 10 pts \$2/acre = 5 pts \$3/acre = 1 pt	<b>10</b>
<b>Additional Value / Innovation</b>	Enhancements that support enrollment success.	<b>10</b>

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## 10. Submission Instructions

Submit proposals as a **PDF** via email to [pedretti@ctic.org](mailto:pedretti@ctic.org) with the subject line: **“Cover Crop Enrollment Partnership Program RFP – CTIC”**

**No proposals more than 5 pages in length will be accepted.**

CTIC reserves the right to accept or reject any or all proposals and may select one or more vendors to complete this work.