

EDGE DAIRY FARMER COOPERATIVE

REQUEST FOR PROPOSALS

AMP Marketing, Research and Audience Strategy

Issued September 14, 2026

Proposals due October 1, 2026

OVERVIEW

Edge Dairy Farmer Cooperative is requesting proposals from a qualified marketing and research organization to support its Advancing Markets for Producers (AMP) project, a two-year initiative designed to strengthen engagement with farmers and processors and the buyers of dairy products and advance solutions across the dairy value chain. This project is funded through the USDA-funded Advancing Markets for Producers award, “Edge Dairy Farmer Cooperative Farmer-Led Initiative: Building the Competitiveness of Dairy and Sugar.”

Through this effort, Edge seeks to strengthen its position as a credible, forward-thinking, farmer-led organization that understands the challenges facing the dairy value chain and brings the right people together to develop practical solutions.

This Request for Proposals is open to all qualified organizations.

BACKGROUND

Edge is seeking a strategic partner to provide audience research, marketing strategy, digital campaign development and thought leadership support.

The work should build on existing member and audience research, strengthen Edge's understanding of farmer and processor audiences, and translate those insights into actionable personas and segmentation.

The selected partner will also develop a digital-first campaign with differentiated farmer/member and processor tracks and establish a framework that can guide communications and engagement throughout the two-year program.

Edge intends to establish a contract with the successful applicant based on its expertise, proposed approach and ability to provide the services described below.

SCOPE OF WORK

Edge seeks a qualified applicant to provide the following services for a contract maximum not to exceed \$150,000.

The selected partner will work with Edge to:

1. Research, Personas and Segmentation
 - Review existing member and audience research.

- Validate and refine farmer/member personas and develop or refine processor personas.
- Identify motivations, barriers, needs and decision drivers among priority audiences.
- Develop meaningful audience segments and recommendations for reaching and engaging each.
- Create a practical framework for applying personas and segmentation to messaging, content, targeting, channel selection and audience engagement.

2. Positioning and Messaging

- Develop a clear positioning and messaging platform.
- Establish differentiated value propositions and calls to action for farmer/member and processor/retailer and brand audiences.
- Connect program offerings to Edge's broader position as a farmer-led, solutions-oriented leader within the dairy value chain.

3. Digital Campaign Development

- Develop a digital-first launch and engagement campaign for the AMP project.
- Create coordinated but differentiated farmer/member and processor/brand (B2B) tracks.
- Recommend the appropriate mix of digital advertising, social media, email, web content, video, earned media and other tactics based on audience research.
- Establish an approach for audience nurturing and continued engagement beyond the initial launch.

4. Thought Leadership

- Develop a thought leadership strategy that positions Edge as a credible source of insight and solutions for the dairy value chain.
- Identify priority topics, content opportunities and industry conversations Edge should lead or influence.
- Recommend opportunities to use original research, farmer and processor perspectives, executive voices, earned media, events and digital content to build Edge's leadership position.

5. Two-Year Engagement and Measurement Framework

- Develop a framework for sustaining communications and audience engagement throughout the two-year program.
- Establish content priorities, audience journeys and opportunities to deepen engagement over time.

- Recommend measurable objectives and KPIs that evaluate awareness, engagement, audience growth, thought leadership and movement toward deeper participation with Edge.
- Establish a process for using results and audience insights to continually refine the strategy.

DELIVERABLES

Deliverables are expected to include:

- Audience research assessment and recommendations
- Refined farmer/member and processor personas and segmentation
- Persona and segmentation activation framework
- Program positioning and messaging platform
- Farmer/member and processor/brand audience strategies
- Digital launch campaign strategy
- Thought leadership strategy
- Two-year content and engagement framework
- Measurement and KPI framework
- Recommendations and tools for ongoing implementation

Edge welcomes recommendations from applicants for additional or alternative deliverables that would strengthen the overall approach.

REQUIRED EXPERTISE

The successful applicant should have five years of experience and significant expertise in:

- Audience research, persona development and segmentation
- Translating research and audience insights into marketing strategy
- Digital campaign strategy and execution
- Thought leadership and content strategy
- B2B, membership or association marketing
- Marketing measurement and analytics

Experience in agriculture, dairy, food systems or complex supply-chain communications is preferred.

SELECTION CRITERIA

Submittals will be evaluated based upon the following criteria:

1. **Relevant experience and demonstrated expertise** in research, segmentation, marketing strategy and thought leadership — **35%**
2. **Quality and strength of proposed approach** to achieving the objectives — **35%**
3. **Experience with agriculture, food systems, membership organizations or complex B2B audiences** — **15%**
4. **Project budget and demonstrated value** — **15%**

SUBMISSION REQUIREMENTS

Proposals should include:

- **Contact Information:** Primary contact, company name, address, phone, email and website.
- **Experience and Qualifications:** Description of qualifications and relevant organizational experience.
- **Proposed Approach:** Recommended approach to research, audience segmentation, digital campaign development, thought leadership and two-year engagement.
- **Project Team:** Key staff and their roles in the proposed work.
- **Work Examples:** Relevant examples demonstrating experience with similar work.
- **References:** Three client references connected to relevant experience.
- **Timeline:** Proposed phases and timeline for completing the work.
- **Budget:** Detailed estimate of costs to complete the proposed scope. The total contract amount may not exceed **\$150,000**.

SELECTION PROCEDURES

A panel of Edge staff and other reviewers will evaluate proposals. Edge intends to select one organization for this work and reserves the right to negotiate the final scope, deliverables and contract with the selected applicant.

SUBMISSION DEADLINES

RFP Issued: September 17, 2026

Questions Due: September 21, 2026

Proposal Due: October 1, 2026

Notice of Selection: October 8, 2026

Anticipated Project Start: October 15, 2026

Submit proposals to:

Laura Hensley at lhensley@voiceofmilk.com