

United States Department of Agriculture  
Brand Name Justification  
FAR 13.106-1(b)(1) – Simplified Acquisitions  
Control No. FY23-FPAC-Justification-106

1. Identification of the agency and the contracting activity.

USDA-NRCS-New York State Office and the Eastern Section of the Acquisition Division.

2. Description of supply or service required to meet the agency's needs.

Fifteen (15) Bad Elf Flex Extreme GNSS Surveyor receivers & Cases at \$ [REDACTED] each (totaling [REDACTED]), and one (1) Field Bi-Pod at [REDACTED] with [REDACTED] shipping. Totalling an overall price of [REDACTED]. Delivery required within *60 calendar days after contractor receipt of the purchase order.*

3. The rationale or circumstances for limiting competition.

Bad Elf products are compatible with the current products purchased to conduct mission requirements with optimal precision. In addition to compatibility interests and accuracy, the training and the licensing that accompanies the products is not offered through any other source outside of the Bad Elf retailers.

Furthermore, the Bad Elf Flex® High Performance GNSS Receiver with Extreme Accuracy License Upgrade delivers accuracy of 5-10 cm because of its unlocked RTK and Atlas L-Band correction services. These units will be utilized to monitor agricultural easement boundaries for encroachments and violations as well as wetland compliance. These activities can be quite controversial so having a unit with a higher accuracy than average conservation planning (2-3 meters) is necessary. NRCS General Manual Title 210 Part 650 Subpart 650.0115 describes accuracy requirements for GNSS Survey applications by level.

With its submeter accuracy, the Bad Elf GNSS Surveyor will enable NRCS personnel to reliably complete GPS data collection for such applications as well as it can direct the user to extremely accurate surveyed boundary locations which will save field time. In the end users will have an increased confidence in the work they are performing and the data that they are collecting.

4. A description of the market research conducted and the results or a statement of the reason market research was not conducted.

The mission partner conducted market research based on the product capabilities. Contracting conducted a similar search on google and GSA to locate products that are capable with the current products. In addition to the mission partners market research,

Contracting performed a search for vendors on GSA who can potentially provide products from the Bad Elf brand name. Three (3) vendors on GSA were listed under the Bad Elf search.

Market research to include products with similar accuracy that are currently available included:

- [REDACTED] - [REDACTED] plus the yearly [REDACTED] subscription of [REDACTED] to provide submeter accuracy and it still requires a smart device connection and data package to see accuracy readings and to collect data.
- [REDACTED] - [REDACTED] plus the yearly [REDACTED] subscription of [REDACTED] to provide submeter accuracy and it still requires a smart device connection and data package to see accuracy readings and to collect data.
- [REDACTED] - [REDACTED] with the submeter accuracy and [REDACTED] required upgrades plus [REDACTED] for the yearly [REDACTED] software subscription. It still requires a smart device connection and data package to see accuracy readings and to collect data.
- Bad Elf Flex® High Performance GNSS Receiver with Extreme Accuracy License Upgrade - [REDACTED] sub meter accuracy, no smart device connection required, and accuracy readings can be seen right on the screen and users can collect point data.

5. Estimated price, including all options, if applicable.

The estimated on [REDACTED] for this item is [REDACTED].

6. Recommended source(s).

[REDACTED]

### Certifications

Supporting data that is the responsibility of technical or requirements personnel and which form the basis for this justification are accurate and complete to the best of my knowledge.

[REDACTED] [REDACTED]

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[REDACTED]

The information contained in this justification is accurate and complete to the best of my knowledge and belief and in accordance with Federal Acquisition Regulation 13.106-1(b)(1), I hereby determine the circumstances described above deem limited sources, reasonably available and competition is precluded for the reasons indicated in this document.

[REDACTED]

[REDACTED]