

Our client is a global leader in plant breeding that operates, markets, and distributes innovative seed products in more than 70 countries around the world. Building off their entry into the Canadian market, they are hiring a Livestock Feed Consultant to be responsible for introducing and establishing hybrid rye into the livestock feed sector as an effective and highly sustainable feed ingredient in rations for beef, dairy, swine, and poultry. The role will be responsible for managing and achieving budgeted feed sales through relationship development and consulting with livestock producers, livestock nutritionists, and feed companies. Bring your entrepreneurial and tactical leadership approach to execute the strategic plan, build the market, and grow awareness and knowledge of our client's hybrid rye seed brands as a high value feed performance ingredient.

Livestock Feed Consultant

Western Canada

Reporting to the Country Manager, you will:

- Act as the primary contact to stakeholders across the Canadian livestock feed sector
- Network and establish relationship with primary feeders, feed traders, feed companies, feed consultants, feed researchers, producer groups, fuel companies, and government to promote hybrid rye inclusion in feed grain, forage, and ethanol rations.
- Monitor industry trends by gathering information, data and analysis on forages and grain to prove the economic benefits of the product and performance for stakeholders of the feed value chain.
- Collaborate with feed leaders from the North American and Global teams to develop goals, strategies, and resources for the Canadian market to promote and sell hybrid rye.
- Develop business by identifying target customers and providing grain and/or forage feed recommendations for hybrid rye in pig and cattle rations to generate mutually profitable relationships.
- Drive and create interest for farmers to demonstrate the benefits of growing hybrid rye to feed livestock using articles, testimonials, presentations, training sessions and special events such as field days, grower events or on farm visits.
- Develop and coordinate feed research trials as needed within the regions of interest and publish and communicate results throughout the industry and within the company.
- Assimilate and summarize third party research for use in company marketing for hybrid rye in the feed market and assist colleagues to support other marketing efforts in Canada for the seed business.
- Support and contribute to company marketing, sales, and customer service, and support its retail channel to grow end use markets in the feed, forage, and fuel sectors.
- Act as a liaison with other regions for the company, ensuring best practices are shared with the various business units within the organization, especially the global and USA feed and food group.
- Manage, maintain, and optimize customer/stakeholder data in a CRM database.
- Execute timely and efficient plans to investigate and grow the feed business.

Your background includes:

- A post-secondary education including a Master's Degree in Animal Sciences or Animal Nutrition.
- 5+ years of feed research, marketing and/or consulting experience in Western Canada.
- Strong technical understanding of livestock nutrition, production and building feed diets.
- Strong organizational and problem-solving skills with attention to detail, multi-tasking and working in a result driven environment to meet deliverables under minimal supervision.
- Superior communication skills with ability to develop, edit, and publish research and presentations.
- Experience developing strategic plans, building budgets, and negotiating and executing contracts and agreements with various public and private stakeholders in the agriculture industry.
- Proficiency in computing skills including Microsoft Office (Excel, Word, PowerPoint, Teams, and SharePoint) and experience with CRM software (Salesforce).
- Strong teamworking skills with the ability to develop and sustain cooperative working relationships.
- Desire to collaborate with North American and Global teams focused on feed performance.

This leadership role will include extensive travel across Canada, primarily Alberta and Manitoba, to meet business demands, including industry events, conferences, trade shows and client meetings.

Compensation package is dependent on experience level.

LITHERLAND & CO

To learn more about this position and our client, contact Brook Coatsworth at bmc@litherlandco.com or by phone at **416-868-4888 Ext. 5** quoting **"Livestock Feed Consultant – 231213"**

Litherland & Co. is dedicated to fair and equal opportunities for all applicants. Candidates are selected upon the highest level of equity, diversity, and inclusion across the organization and throughout its hiring process. If you are selected for an interview and require accommodations, arrangements will be made for your convenience throughout the recruitment.