



## **Agronomy & Feed Sales Representative**

The Durham Farmers' County Co-op started on July 28, 1947 by a group of rural people to provide a consistent supply of products and services at a competitive price. From an agricultural base, Durham Farmers' has expanded to be a major supplier of consumer goods and services. A co-operative is controlled by the people it services. Its profits are reinvested into the co-operative or community directly benefiting its members.

Our Co-operative is inviting resumes for the position of Agronomy & Feed Sales Rep. Under the direction of the General Manager, the Agronomy & Feed Sales Rep will assist in formulating and executing business development strategies to penetrate new markets for the products and services of the Co-operative, with the ultimate objective of increasing business volume growth and client acquisition for the agronomy and feed businesses.

### **Requirements will include:**

- A passion for agriculture
- A college diploma or degree in agriculture, BSc or business related field, along with 5 or more years of sales experience. CCA would be an asset. Equivalent experience would be considered.
- Strong time management and organizational skills.
- Good communication and interpersonal skills; excellent customer service skills.
- Knowledge and understanding of marketing, finance and general operations.

### **Responsibilities will include:**

- Serving as the primary point of contact for agronomy customers, assisting them in developing crop plans to maximize crop performance by recommending and ensuring timely supply of agronomic products (fertilizer, seed and crop protection products).
- Prospecting and developing new feed and agronomy customers; expanding and improving sales and services provided to existing customers.
- Crop scouting, soil and tissue sampling
- Coordinating crop plots and tours, crop days and other public relation events.
- Development of pricing, sales and promotion programs.
- Manage introduction and training of new product offerings.

For confidential consideration, qualified candidates are invited to submit their resume and cover letter end by of day 31 July 2023.

**Please email your resume directly to Elaine Watson, General Manager at [dfcc-elainegm20@start.ca](mailto:dfcc-elainegm20@start.ca)**