

# Dairy Nutritionist

Division: Van Beek Nutrition, LLC

Reports to: General Manager

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The Dairy Nutritionist is expected to work under minimum supervision, and to develop and maintain dairy and beef accounts in order to increase sales and profits. To gain dairy nutrition accounts, implement mineral sales strategies, maintain regular client contact via phone calls and personal visits, and to ensure adequate nutritional service to the client. To support company-wide efforts to increase sales volume and profit margin from the assigned accounts. The aforementioned purposes should all lead to the success of the primary mission of our company, which is to manufacture and sell high quality mineral and vitamin premixes while maintaining a profitable business.

## **Duties and Responsibilities:**

- **Initial Client Contact (20%)**
  - The Dairy Nutritionist is responsible for contacting farms that are not currently clients of the company, determining what type of products and/or services would best fit the opportunities at each farm, and utilizing this information for a follow up call within two weeks to present the services and/or products and pricing being offered to the farm.
- **Work With Dairy Operations as a Nutritionist (65%)**
  - The primary responsibility of a Dairy Nutritionist is to sell mineral and vitamin premixes that have been manufactured by our mineral plant. In order to fulfill this responsibility it will be necessary for the Dairy Nutritionist to give nutritional advice to, and formulate rations for the accounts.
  - The Dairy Nutritionist is responsible for taking feed samples on the farm. These feed samples must be reviewed and incorporated into the ration formulated for the farm. The feed samples and information gathered from the farm must be used by the Dairy Nutritionist to formulate a custom mineral for the farm.
  - The Dairy Nutritionist's responsibilities for bidding on a customer mineral for farms are: Formulating the mineral, presenting the formula to the Administrative Team along with any pertinent pricing information, obtaining a bid price for the mineral from the Administrative Team, presenting the bid price to the farm in a timely manner. It is ultimately the responsibility of the Dairy Nutritionist to set the retail price of the mineral and to inform the Administrative Team of that price.
  - The Dairy Nutritionist must obtain a completed Credit Application from the potential customer before any mineral and/or other products may be delivered to the farm.

- It is the responsibility of the Dairy Nutritionist to formulate rations that maximize the cow health, calf production, milk production, reproduction, milk component production, and total profitability of the farm.
- **Work With Farms/Business Entities as a Mineral Salesperson (10%)**
  - In conjunction with working as a nutritionist, it is the responsibility of the Dairy Nutritionist to look for opportunities in which the company can provide a mineral or vitamin premix to a farm or another business entity in a toll milling capacity.
  - The Dairy Nutritionist's responsibilities for bids on minerals currently being used by farms or other business entities are: Obtaining a copy of the mineral formula and analysis, providing a copy of this formula and analysis to the Administrative Team, presenting the Administrative Team with the current pricing of the mineral and any other information that might pertain to the mineral, obtaining a bid price from the Administrative Team, presenting the bid price to the farm or other business entity in a timely manner. It is ultimately the responsibility of the Dairy Nutritionist to set the retail price of the mineral and to inform the Administrative Team of that price.
  - The Dairy Nutritionist must obtain a completed Credit Application from the potential farm or business customer before any mineral and/or other products may be delivered to the dairy or business entity.
- **Other Responsibilities (4%)**
  - The Dairy Nutritionist is responsible for additional duties and functions as requested by the General Manager
- **Maintain Call Records (1%)**
  - The Dairy Nutritionist must completely fill out and properly maintain Farm Call Record Reports via ACT or Handheld Contact. The Farm Call Record Report will be accessible to the Dairy Nutritionist and the General Manager at all times. Farm Call Record Reports should supply the General Manager with a written picture of the opportunities at each farm called. Farm Call Records should be updated as of Monday for the week prior.

## **Job Requirements & Skills**

### **Education**

- A Bachelor's Degree or more advanced Degree emphasizing ruminant nutrition is preferred.

### **Work Experience**

- A minimum of 2 years of dairy nutrition experience is preferred.

### **Skills Required**

- Interpersonal, oral and written communication and organizational skills are an absolute necessity.
- The ability to utilize computer software.
- The ability to formulate a solid, healthy, profitable ration for dairy farms.

### **Character Traits**

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|---------------------|------------------------|
| • Have Integrity    | • Listen               |
| • Be Passionate     | • Follow Through       |
| • Self Direct       | • Be Naturally Curious |
| • Be Positive       | • Empathize            |
| • Continually Learn | • Be Patient           |
| • Be Available      | • Serve                |
| • Be Loyal          | • Have Common Sense    |
| • Be Humble         | • Be Energetic         |
| • Communicate       |                        |