

FOOD CHAIN OUTREACH COORDINATOR

A professional working in food chain outreach is responsible for strategizing collaborative relationships with food companies (retail, food service, and stakeholder organizations) to secure positions of choice and access within animal production.

WHAT RESPONSIBILITIES WILL I HAVE?

- Position products and platforms with targeted accounts
- Apply knowledge of retail and food service industries to develop and implement a market access strategy
- Implement strategic account management processes within food chain accounts
- Build advocacy among influencer groups and food chain trade associations
- Cultivate strong relationships with retailers and food service companies
- Assist in development of strategies, tactics, and outcomes with marketing teams
- Coordinate business processes across sales teams to ensure alignment and goals
- Assess market conditions that may impact business practices and relations
- Assist in budgeting



WHAT EDUCATION & TRAINING IS REQUIRED?

Bachelor's degree in agribusiness or business is most preferred accompanied by experience in the food industry

THE FOLLOWING HIGH SCHOOL COURSES ARE RECOMMENDED...

Agricultural education, business and computer courses, accounting, health, and mathematics

TYPICAL EMPLOYERS

Large food companies that sell and position their own products to major retailers

FUTURE JOB MARKET/OUTLOOK



SUGGESTED PROFESSIONAL ORGANIZATIONS & ASSOCIATIONS

- Supply Chain Management Association
- Council of Supply Chain Management Professionals
- Western Association of Food Chains

AVERAGE ANNUAL FULL-TIME SALARY

\$40,000