

Lorelee Friesen

Sales Agronomist

Career Description

A Sales Agronomist provides crop production and marketing advice to farmers and sells crop inputs such as seed, fertilizer and herbicides.

Profile

As the sales agronomist for a large grain handling and crop input supply company, Lorelee Friesen knows what it is like to be counted on.

“Basically, I’m the ‘go-to’ person,” she explains. “I provide advice to farmers and sell crop inputs like seed, fertilizer and crop protection products. As well, I assist producers in selling and marketing their grain.”

Lorelee spends about 30 to 40 per cent of her time on the road visiting her farm customers, most of which are located within about 75 kilometres of her office in Dawson Creek. She also responds to many customer inquiries either at the office or on the phone.

Her busiest time of year is from late April to early June when farmers are planting their crops – mainly wheat, barley, canola and peas. That is when you might find Lorelee delivering seed or selling seed treatments, herbicides and fertilizer to help maximize crop quality and yield.

She also monitors crops throughout the summer in order to identify, diagnose and solve any problems with weeds and other pests.

“Grain buying is my main activity in the fall,” she adds. “I do a lot of farm calls to collect grain samples from my customers. Then I watch the market so I can help them best market their grain.”

Lorelee’s degree in marketing certainly helps on the sales end of things, but most of what she now knows about crop production she learned on the job. “You don’t need to be from a farm or specifically study agriculture,” she stresses. “The biggest thing you need is the ability to work with people.”

Key Quote

“I find it rewarding that farmers come to me for advice and I’m able to provide them with solutions that fit their needs – it’s all about building relationships.”

Ask Lorelee: How can I get some practical experience?

“I would definitely recommend applying for a summer position in between your years at school, maybe as a crop scout or with a crop protection company. This will allow you to get a feel for the industry as well as gain some on-the-job experience.”



Primary Location

- All regions

Interest/Skills

- People skills
- Plant science
- Problem solving
- Sales and service
- Oral communication

Suggested Qualifications

- Degree or Diploma in Agriculture or Marketing

Related High School Subjects

- Business Education
- Biology
- Chemistry

Related Careers

- Agronomist
- Grain Marketing Manager
- Crop Scout

Did you know?

- The three primary macronutrients required for crop production are Nitrogen (N), Phosphorus (P) and Potassium (K). (Source: PotashCorp)