Rachel Hostetler

Animal Feed Products Sales Representative

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Summary

Animal Feed Products Sales Representative with 5 years in feed sales and dairy nutrition across Lancaster and Lebanon counties. Serve 75 dairy, swine and poultry farms worth $6.5M a year, using ration balancing and forage testing to match feed programs to each herd and flock.

Experience

Animal Feed Products Sales Representative

03/2023 - Present

Susquehanna Feed and Grain — Lancaster, PA

Family-owned feed mill producing complete feeds, premixes and mineral for livestock farms.

- Grow feed sales from $5.1M to **$6.5M** across 75 dairy, swine and poultry accounts in two years.
- Balance rations for 40 dairy herds every month, raising average milk components 0.1 points of butterfat.
- Collect 300 forage samples a year for forage testing, adjusting rations within a week of each new cutting.
- Win 18 new farm accounts by running 60-day feed trials with weight, milk and feed-cost tracking.

Dairy Nutrition Technician

06/2021 - 02/2023

Conestoga Valley Mills — Ephrata, PA

Regional feed manufacturer serving about 400 Pennsylvania farms.

- Updated ration changes for 120 dairy herds in formulation software for 3 nutritionists.
- Collected TMR and manure samples on 25 farm visits a month and logged results in the CRM.
- Handled customer service calls on deliveries and invoices, settling 95% of issues the same day.
- Compiled monthly account management reports on tons sold and margin for 6 sales representatives.

Student Herd Worker

08/2018 - 05/2021

Pennsylvania State University Dairy Barns — University Park, PA

Part-time job with a 200-cow research herd while earning an animal science degree.

- Milked and fed 200 cows on morning shifts 4 days a week, recording intakes in the herd database.
- Mixed 6 TMR batches a day to written rations, weighing every ingredient to within 1%.
- Monitored fresh cows for early health problems and reported 30+ cases a year to the herd manager.

Education

Bachelor of Science

05/2021

Pennsylvania State University — University Park, PA

Animal Science

Skills

- Feed Sales
- Dairy Nutrition
- Ration Balancing
- Forage Testing
- Swine and Poultry Feeds
- Feed Trials
- Account Management
- CRM
- Customer Service

Certificates

Professional Animal Scientist (PAS)

2024

American Registry of Professional Animal Scientists