



Equine Sales Representative

Location: Eastern Ontario & Quebec

Employment type: Permanent Full time

Country Junction Feeds and Hoffmans Horse products is seeking a motivated and relationship-driven Equine Sales Representative to support and grow our territory presence throughout Ontario and Quebec, with some accounts extending into Atlantic Canada. This is an exciting opportunity for an Equine industry professional to join a leading animal nutrition company and contribute to the growth of a trusted and respected brand.

Areas of responsibility:

Reporting to the Equine and Dealer Sales Team Leader, the successful candidate will drive sales growth within your territory by strengthening existing customer relationships, developing new business opportunities, and promoting Equine nutrition solutions. Success in this role requires a strong understanding of horse nutrition and management practices, excellent relationship-building skills, and a proven ability to achieve sales results.

- Build and maintain strong relationships with both existing and new customers, serving as a trusted partner and resource for all their nutritional and feed-related needs, within the established territory.
- Required to travel extensively to support established dealers, make on-farm sales calls, participate in conferences, seminars, trade shows and other industry events to promote and network with industry experts, learn about new products and technologies, and gain insights into market trends.
- Collaborate effectively with our Nutrition team and other industry professionals as required to identify customer needs and develop nutritional programs to address those needs.
- Conduct on-farm consultations and assessments to evaluate feeding programs, body condition, animal performance, nutritional opportunities, and forage quality, with support from the Nutrition Team as required.
- Regularly read agricultural trade journals, online publications, and industry reports to stay informed about emerging trends in equine nutrition, feed technology, horse health, and management practices.
- Monitor market trends, industry developments, and competitor activity to identify opportunities for growth.
- Maintain accurate customer records and proactively follow up on sales opportunities.
- This role requires regular bending, twisting, and the ability to safely lift and carry feed products weighing up to 55 lbs.

Who you are:

- Bilingual in English and French, with the ability to communicate effectively and build positive relationships with customers, dealers, and team members in both languages.
- You have a minimum of three (3) years of proven sales experience, with a demonstrated ability to build strong customer relationships and achieve results.
- Knowledge of horse nutrition, feeding programs, and management practices is considered an asset.

We thank all applicants for their interest, but only those candidates selected for an interview will be contacted.



- Excellent verbal and written communication skills, with the ability to effectively communicate with horse owners, dealers, industry partners, and with diverse audiences.
- Ability to organize and prioritize competing tasks while meeting deadlines and maintaining a high level of integrity.
- You believe in collaboration, building relationships and value the perspectives of colleagues, suppliers and customers.
- You possess a willingness to learn feed manufacturing processes, quality control principles, and regulatory requirements. Previous experience would be considered an asset but not essential. (e.g., CFIA, HACCP)
- You have a valid driver's licence and a willingness to travel regularly.
- Bachelor's degree or diploma in Agriculture, Animal Science, Food Science, Microbiology, Equine Nutrition or a related field is considered an asset.

This position is home-based within the Eastern Ontario/Quebec region and requires extensive travel throughout the territory.

Our Team Members receive a competitive compensation package including salary, comprehensive group benefits, an employer-contributed pension plan, and an Employee and Family Assistance Program. We are committed to supporting employee growth through ongoing learning and development opportunities while fostering a culture of teamwork, innovation, and service excellence.

Please submit resume and cover letter indicating position of interest to:
4707 – 40th Avenue Wetaskiwin, Alberta, T9A 2B8
Phone: 780 361 6171 Fax: 780-352-0297 Email: hrradvisor@wetaskiwincoop.com

Closing Date: This posting will remain open until a suitable candidate is hired. As this is an immediate opening, applications will be reviewed on an ongoing basis and interested candidates are encouraged to apply promptly.

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