



To begin your career as an agricultural consultant or to get more information, please go to: [www.asfmra.org](http://www.asfmra.org).

The American Society of Farm Managers and Rural Appraisers  
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## CONSIDERING A CAREER IN AGRICULTURAL CONSULTING?

*Working as an agricultural consultant can be a great, rewarding professional career.*



The Most Trusted Rural Property Professionals





## WHAT IS A PROFESSIONAL AGRICULTURAL CONSULTANT?

A professional agricultural consultant is someone who has an agricultural background and works with food and feed producers, processors and marketers helping them achieve the highest possible financial returns from their operations.

## WHO USES A PROFESSIONAL AGRICULTURAL CONSULTANT?

Anyone who owns or operates food or feed producing, processing and or marketing operations and doesn't have the time or expertise to meet the needs of the operation may utilize an agricultural consultant including:

- Land Owners
- Tenant operators
- Institutional Land Owners (e.g., banks)
- Food or feed processing or marketing companies

For example, imagine you are operating a food or feed production, processing, or marketing operation and cannot keep up with current tax laws, accounting tasks, environmental regulations, process efficiency and or soil fertility. You own the business, you share in any profits and the agricultural consultant takes care of the details.

## DESIGNATIONS

The American Society of Farm Managers and Rural Appraisers offer the Accredited Agricultural Consultant (AAC) designation. This designation is well known and highly respected in the agricultural industry. For more information on this and other designations, please go to: [www.asfmra.org](http://www.asfmra.org).





## EMPLOYMENT OUTLOOK

The number of opportunities in professional Agricultural Consulting is excellent right now for several reasons:

- Many businesses cannot possibly be knowledgeable of all the ever-changing dimensions of their business
- Demand for food is increasing due to an ever-growing world population
- Many businesses have grown beyond the management ability of the owners creating openings in the field

## RESOURCES AND SPECIALTY EDUCATION

Professional agricultural consultants have a nationwide professional organization, the American Society of Farm Managers and Rural Appraisers (ASFMRA). The association offers its members strong support in the political and professional arenas. ASFMRA provides education, continuing education and professional designations for members who wish to improve their skills, gain credentials as a professional agricultural consultant and increase their professionalism.



## WHAT DOES A PROFESSIONAL AGRICULTURAL CONSULTANT DO?

The agricultural consultant combines agricultural and business expertise to advise about operations on land owned by others. The agricultural consultant directs the operational activities under the authority designated by the owner to make the business productive and profitable. The size and type of business operation are influencing factors that determine the agricultural consultant's duties. The agricultural consultant may be free to run the operation according to their best judgment or be guided by the owner in varying degrees. It is common for a consultant to be responsible for 20-50 or more operations at one time.

Consultants spend most of their time organizing and supervising the project they are assigned to on the operation. They determine resource needs, implement efficiency measures and assist with operational management as required. They may direct and oversee the day to day tasks or more broadly oversee specific project details. Marketing skills, maintaining financial records, and budget consulting are all skills often required of agricultural consultants.

Part of the work is done outdoors, visiting and traveling to the business as well time spent in the office.

The business owner, the agricultural consultant, and the business operator are all dedicated to preserving the value of the business in terms of general productivity or income earning potential.





## AGRICULTURAL CONSULTANTS AND THEIR COMPANIES

Professional agricultural consulting companies range in size from a small one person firm, to large firms which may be privately-held, employee-owned or operated by a corporation. These types of firms can be very effective in their expertise or specialties.

## WHAT ARE THE REQUIREMENTS TO BE AN AGRICULTURAL CONSULTANT?

The typical agricultural consultant has:

- An agricultural background
- A four-year college degree, typically in some field of agriculture or business; and many also have Master's Degree(s) in specialty fields such as Agronomy, Animal Science, Ag Business/Economics, Business or Finance



The agricultural consultant needs strong skills in:

- Business management
- Interpersonal relationships
- Verbal and written communications
- Negotiating
- Organization/planning
- Budgeting/financial/accounting
- Business law

Agricultural expertise in several areas including:

- Agronomics/crop production
- Soil fertility
- Drainage/irrigation
- Commodity marketing
- Crop Insurance
- Government regulations
- Business entity selection

## POTENTIAL EARNINGS AND HOURS

agricultural consultants must be highly-motivated self starters who can manage their projects with a minimum of direct supervision. Owner/client communication is critical to the agricultural consultant's success.

The agricultural consultant's hours vary considerably depending on the responsibilities and the size, type and number of projects they manage. Days can often be longer than eight hours, particularly during busy times of the year. The annual salary averages from \$45,000 to \$70,000 with 1-5 years of experience to \$60,000 - \$100,000 with 5 to 15 years of experience.

