

**Unique and non-traditional  
opportunities with an advance  
degree in animal science**

**Jennifer L. Garrett, Ph.D.  
JG Consulting Services  
Dowling, MI**

# Background

## EDUCATION

### **Virginia Tech**

Blacksburg, VA

- Ph.D. Dairy Nutrition

### **University of Kentucky**

Lexington, KY

- M.S. Animal Nutrition

### **University of Kentucky**

Lexington, KY

- B.S. Animal Sciences

## EXPERIENCE

### **Kellogg**

- Nutrition Director, USA

### **Monsanto**

- Global Corn Industry Affairs Director
- Public Affairs Director
- Dairy Technical Services Lead
- Dairy Learning Team Lead
- Dairy Technical Services Nutritionist

### **University of Missouri - Columbia**

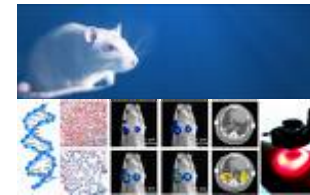
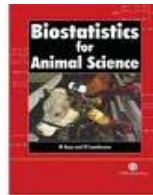
- Assistant Professor, Dairy Nutrition

# Traditional Animal Science Advance (ASC) Degree Programs

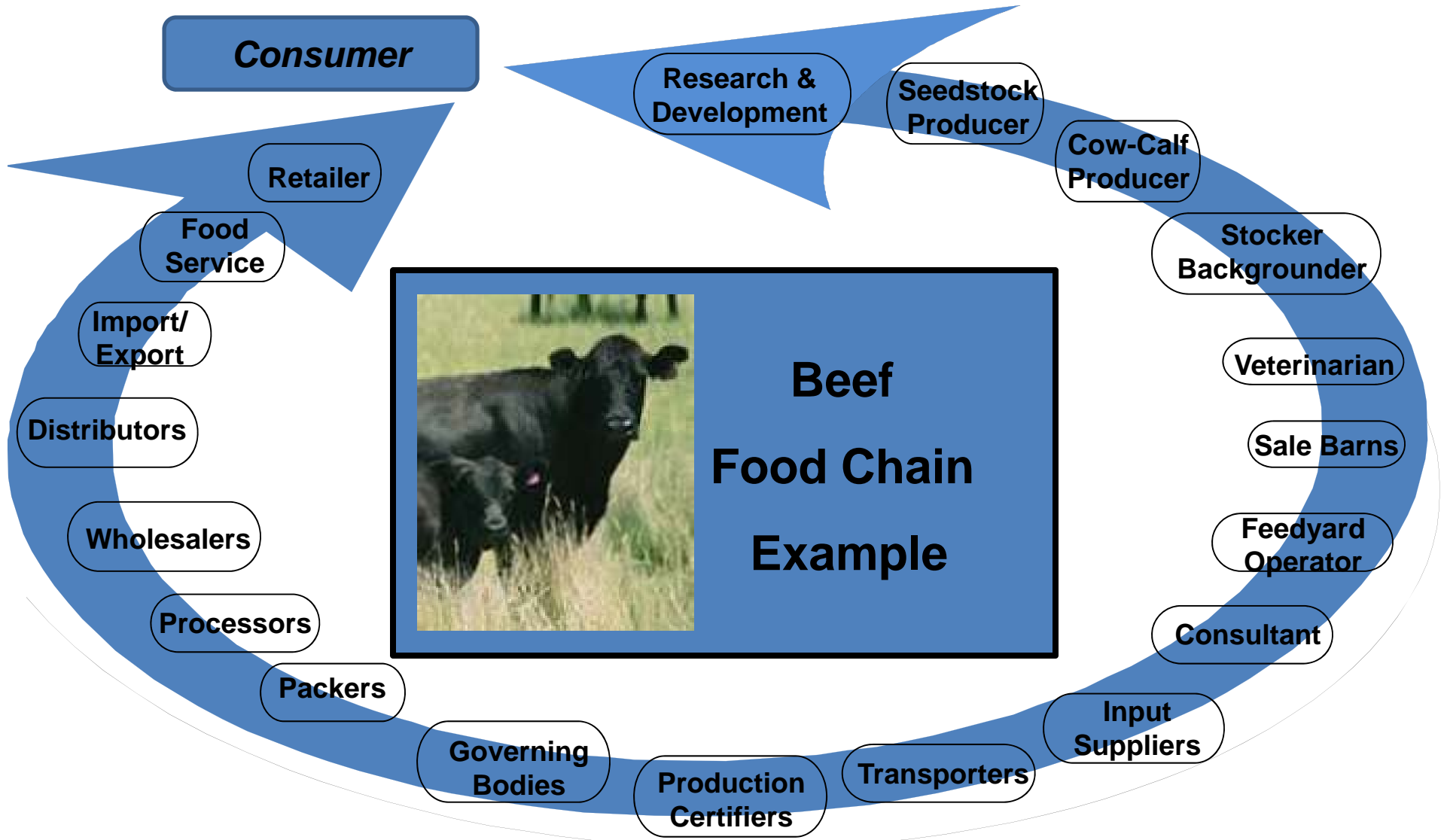


- Veterinary sciences
- Health
- Biostatistics
- Genomics

- Nutrition
- Reproduction
- Metabolomics
- Biotechnology



# Traditional Animal Science Jobs



# ASC Job Resource Examples



AnimalSciencejobs.com has jobs for animal ag, animal health, veterinary and more! - Windows Internet Explorer

http://www.animalsciencejobs.com/default.asp

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**Featured Recruiters**

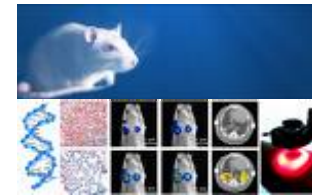
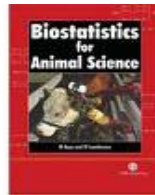


# Non-Traditional Uses of ASC Advance Degrees



- Government and Policy
- Health Care/Pharma
- Food, Nutrition and Supplements
- Pet Foods and Nutrition
- Non-profit/Social

- Communications
- Strategy/Planning
- Supply Chain
- Organizational Development
- Training



# FASS Example

## Congressional Science Fellows

Ph.D. scientists in animal science compete for the opportunity to represent FASS in Congress. Many of these persons stay on the Washington scene after their year and continue to serve animal agriculture in significant ways.

**Angela Siemens**, 1990-1991, University of Missouri

**Patrick Donnelly**, 1991-1992, West Virginia University

**Michael Westendorf**, 1992-1993, University of Kentucky

**Gary Ziehe**, 1993-1994, Oklahoma State University

**John Goldberg**, 1994-1995, University of Vermont

**Natalie Di Nicola**, 1995-1996, University of Wisconsin

**Ellen Bergfeld**, 1996-1997, University of Nebraska

**Caleb Gilchrist**, 1997-1998, Texas A&M University

**Lisa Richards**, 1998-1999, New Mexico State University

**Jamie Jonker**, 1999-2000, University of Maryland

**Dana Hanson**, 2000-2001, University of Nebraska

**John Dobrinsky**, 2002, USDA-ARS

**Dana Allen**, 2002, University of Minnesota

**Brian Bowker**, 2003, Purdue University

**Marcia Noble**, 2004-2005, Georgetown University

**Ashley Peterson**, 2006-2007, University of Maryland

**Christy Oliver**, 2007-2008, North Dakota State University

**Murray Bakst**, 2007-2008, ARS-USDA



**Dr. David Edwards**  
University of KY  
2008-2009



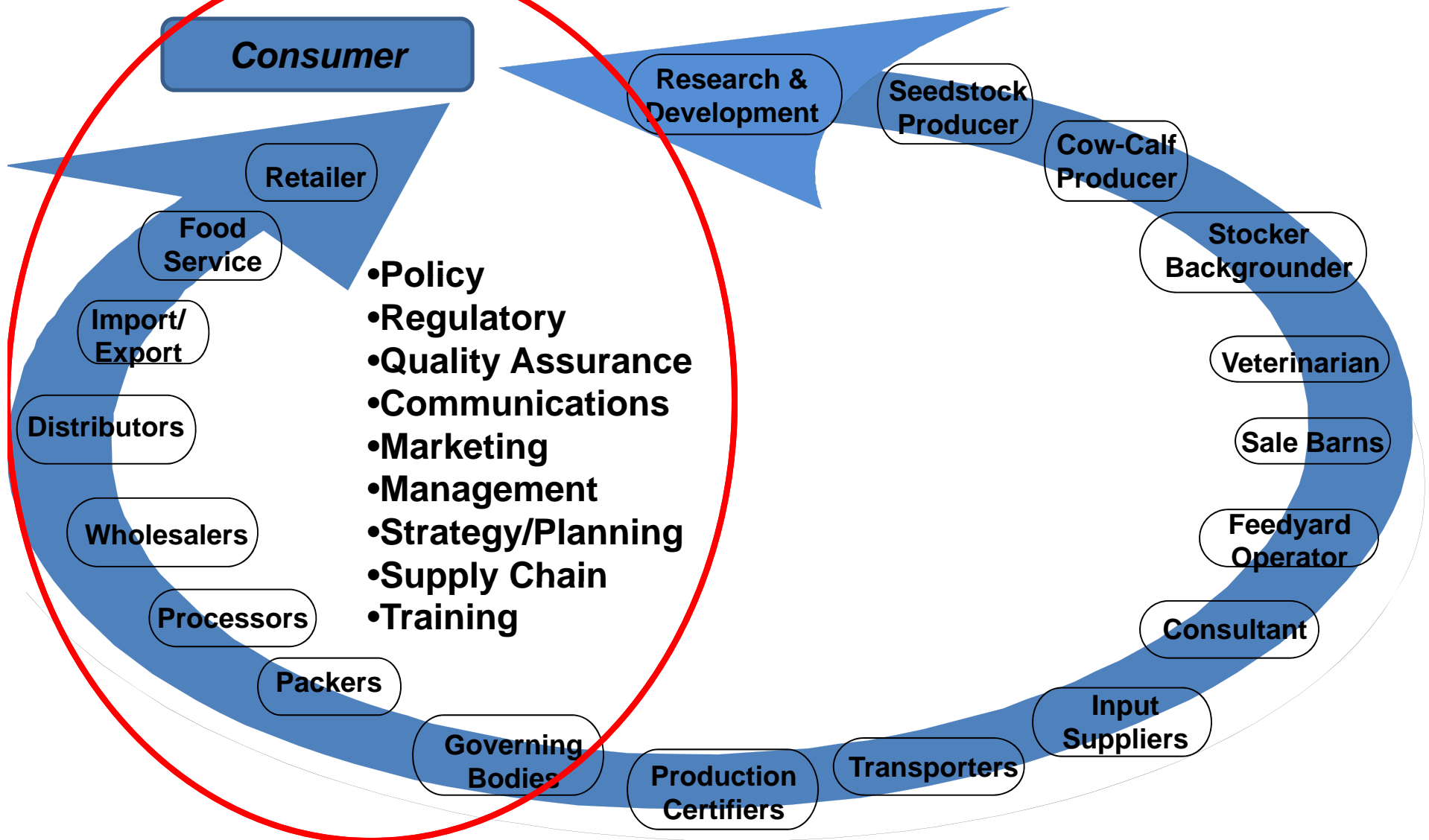
**Dr. Bhushan Jayaram**  
Penn State University  
2008-2009

# International Ag Development NonProfit/Social Opportunities



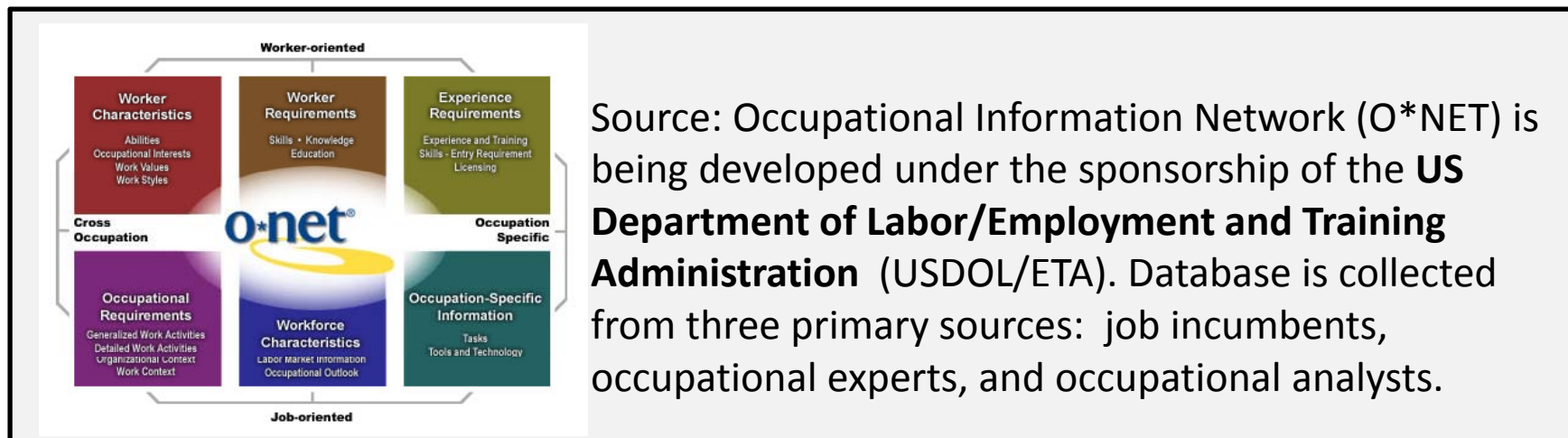


# Non-Traditional Opportunities for ASC Advance Degrees



# AIKSW

## Assessing and Applying your Abilities, Interests, Knowledge, Skills and Work Styles from ASC to Non-Traditional Jobs and Careers



# AIKWS - "Nutrition" Example

The screenshot shows a web browser window displaying the O\*NET OnLine website. The browser's address bar shows the URL 'AnimalSciencejobs.com h...' and the search engine is set to Bing. The website header includes the O\*NET logo and the text 'O\*NET OnLine' and 'Occupational Information Network'. A search bar is visible with the text 'Occupation Quick Search:' and a 'Go' button. The main content area is titled 'Quick Search for: Nutrition' and 'Occupations matching "Nutrition"'. Below this, there is a paragraph explaining that search results are ranked by relevance and that users can select a relevance score to view specific items. A table follows, listing 13 occupations with their relevance scores, codes, and titles. The scores are represented by blue progress bars. The table data is as follows:

Relevance Score	Code	Occupation
100	29-1031.00	<a href="#">Dietitians and Nutritionists</a> <small>InDemand</small>
80	29-2051.00	<a href="#">Dietetic Technicians</a> <small>InDemand</small>
68	19-1011.00	<a href="#">Animal Scientists</a>
63	25-1192.00	<a href="#">Home Economics Teachers, Postsecondary</a>
58	39-9021.00	<a href="#">Personal and Home Care Aides</a> <small>InDemand</small>
41	35-2012.00	<a href="#">Cooks, Institution and Cafeteria</a> <small>InDemand</small>
38	19-1013.00	<a href="#">Soil and Plant Scientists</a>
36	11-9111.00	<a href="#">Medical and Health Services Managers</a> <small>InDemand</small>
36	25-1041.00	<a href="#">Agricultural Sciences Teachers, Postsecondary</a>
36	25-1071.00	<a href="#">Health Specialties Teachers, Postsecondary</a>
36	25-1193.00	<a href="#">Recreation and Fitness Studies Teachers, Postsecondary</a>
30	25-1194.00	<a href="#">Vocational Education Teachers, Postsecondary</a>
36	31-9099.99	<a href="#">Healthcare Support Workers, All Other</a>

The Windows taskbar at the bottom shows the system tray with the time 10:21 AM and the active window title 'Quick Search - Win...'.

# Top Ten Food Manufacturers/Processors\*

**1. Tyson Foods, Inc.**

**\$25,246,000**

**2. PepsiCo, Inc.**

**\$24,474,000**

**3. Kraft Foods, Inc.**

**\$23,939,000**

**4. Nestlé (U.S. & Canada)**

**\$23,300,000**

**5. Anheuser-Busch, Inc.**

**\$14,159,000**

**6. Dean Foods Co.**

**\$11,821,000**

**7. General Mills, Inc.**

**\$11,093,000**

**8. Smithfield Foods, Inc.**

**\$9,749,000**

**9. ConAgra, Inc.**

**\$8,864,000**

**10. Kellogg Co.**

**\$7,786,000**

\* Food Marketing Institute – 2007 Food Sales in Millions (as reported in 2008)

# Abilities

## **ANIMAL SCIENTIST**

- **Written Comprehension**
- **Oral Comprehension**
- **Oral Expression**
- **Deductive Reasoning**
- **Problem Sensitivity**
- **Written Expression**
- **Inductive Reasoning**
- **Near Vision**
- **Speech Clarity**
- **Category Flexibility**

## **NUTRITIONIST/DIETICIAN**

- **Oral Expression**
- **Written Comprehension**
- **Deductive Reasoning**
- **Inductive Reasoning**
- **Oral Comprehension**
- **Problem Sensitivity**
- **Speech Clarity**
- **Near Vision**
- **Written Expression**
- **Category Flexibility**

Source: Occupational Information Network (O\*NET)

# Interests

## **ANIMAL SCIENTIST**

- **Investigative**
- ✓ **Realistic**

## **NUTRITIONIST/DIETICIAN**

- **Investigative**
- ✓ **Social**
- ✓ **Enterprising**

Source: Occupational Information Network (O\*NET)

# Knowledge

## ANIMAL SCIENTIST

- ✓ **Biology**
- **English Language**
- **Food Production**
- **Mathematics**
- ✓ **Chemistry**
- **Education and Training**
- **Customer and Personal Service**
- **Computers and Electronics**
- ✓ **Administration and Management**

## NUTRITIONIST/DIETICIAN

- **Education and Training**
- **Customer and Personal Service**
- **English Language**
- ✓ **Medicine and Dentistry**
- ✓ **Psychology**
- **Mathematics**
- ✓ **Therapy and Counseling**
- **Food Production**
- ✓ **Sociology and Anthropology**
- **Computers and Electronics**

Source: Occupational Information Network (O\*NET)

# Skills

## ANIMAL SCIENTIST

- Reading Comprehension
- Active Listening
- Writing
- ✓ Complex Problem Solving
- Critical Thinking
- Speaking
- Judgment and Decision Making
- ✓ Monitoring
- ✓ Science
- Active Learning

## NUTRITIONIST/DIETICIAN

- Active Listening
- ✓ Instructing
- Reading Comprehension
- Speaking
- Writing
- ✓ Time Management
- Active Learning
- Critical Thinking
- Judgment and Decision Making
- ✓ Social Perceptiveness

Source: Occupational Information Network (O\*NET)



# Work Values and Styles

## ANIMAL SCIENTIST

### WORK VALUES

- Achievement
- Independence
- ✓ Recognition

### WORK STYLES

- Integrity
- ✓ Analytical Thinking
- ✓ Attention to Detail
- Dependability
- ✓ Initiative

## NUTRITIONIST/DIETICIAN

### WORK VALUES

- ✓ Relationships
- Independence
- Achievement

### WORK STYLES

- ✓ Concern for Others
- Integrity
- Dependability
- ✓ Cooperation
- ✓ Independence

Source: Occupational Information Network (O\*NET)

# Personal Observations of Differences between “Nutrition” Training

## Animal Nutrition

- Scientific Focus:
  - Analytical Thinking
  - Deductive Reasoning
  - Biology and Chemistry
  - Written Comprehension
  - Research Design
  - Statistical Analysis
  - Animal Models
- Goal: Production Efficiency

## Human Nutrition/R.D.

- Scientific Focus:
  - Social
  - Psychology
  - Counseling
  - Sociology
  - Anthropology
  - Communications
- Goal: Improving Perceptions and Understanding of Health Benefits

# Bridging the Gap: Interpersonal Communications

## As an Employee:

- Listen intently
- Probe
- Replay
- Clarify
- Reconnect
- Check for Understanding
- Apply critical and analytical thinking strengths and repeat

## As an Expert for Consumer:

- Simplify
- Support with Examples
- Personalize
- Check for Understanding
- Respect alternate perspectives
- Repeat

# Bridging the Gap: Personal Communication Tool

- Personal Marketing Plan (PMP) is a simple and effective tool for leveraging Animal Scientist skills in seeking non-traditional roles
- Pro-active planning tool to strengthen focus and direction
- Important networking tool to strengthen dialogue
- Signals exchange for information (rather than I need a job)
- Allows employers to determine potential fit more quickly and accurately

Marketing Plan		
<b>Jane S. Smith</b> 44 Habitat Drive Any Town, CT 12345 Office: (123) 999-9900      Home: (123) 222-1555      janesmith@aol.com		
Target Functions		
Product/Account Manager	Asst. Marketing Manager	Operations Management
Areas of Expertise		
Marketing/Project Management	Management Skills	Information Systems
Budget management Campaign strategy development Forecasting and analysis List management Database management Vendor negotiations and selection Multiple project orientation Pricing strategy Customer service in/out bound mgt. Order input & fulfillment mgt.	Budget planning Expense control Contract negotiation Purchasing Inventory & production mgt. Team building HR management Training and development	Business systems planning Data center operations mgt. Voice & data systems mgt.
Profile		
⇒ Marketing Professional with broad operations background. Customer base extends across direct marketing, domestic mass merchants and international wholesalers. ⇒ Director of sales and marketing operations for a \$30 million publisher and marketer. ⇒ Expertise in project planning and management. ⇒ Expertise in vendor selection, negotiation and management. ⇒ Experience managing direct mail campaigns, including list preparation, lettership/production, fulfillment and campaign reporting. ⇒ Excellent team player and leader. ⇒ Creative thinker/problem-solver. ⇒ MBA in Business Management, minor in Statistics.		
Employer History		
Publishers, Inc.    North American Merchants    P&G    General Foods		

# PMP Approach

- Page 1

- Personal Contact Info
- Three Positioning Themes
- Profile of Other Expertise
- Employment History

- Page 2

- Personal Vision
  - Who you are and what you want to do
- Industry and Market Segments
- Target Companies and Organizations

## Personal Marketing Plan

Jennifer L. Garrett, Ph.D.  
 8291 S. Cedar Creek Rd.  
 Dowling, MI 49050  
 Office: (269) 623-2549 Cell: (269) 270-6656  
[jgconsultingservices@gmail.com](mailto:jgconsultingservices@gmail.com)

### Target Functions

Nutrition Science    Communications    Strategic Planning

### Areas of Expertise

Marketing/Project Management	People Management Skills	Technical Expertise
Strategy Development Budget Management Multiple Project Orientation Group Facilitation On-line Training	Corporate Communications Change Leadership Training People Development Building Networks Team Building	Nutrition Science Consumer Outreach Food and Ag Issues Mgt. Food and Ag Policy Media Spokesperson

### Profile

- ⇒ Nutrition Scientist with broad ag and food communications and issues management background.
- ⇒ President, JG Consulting Solutions
- ⇒ Former Director of Nutrition for a \$30 million food manufacturer.
- ⇒ Expertise in transforming science communications into consumer communications
- ⇒ Expertise in writing nutrition science summaries, briefs, white papers.
- ⇒ Expertise in building and supporting professional networks in food and ag
- ⇒ Expertise in media message development and management.
- ⇒ Excellent team player and group leader.
- ⇒ Creative thinker/problem-solver.
- ⇒ Certified Trainer: Socratic Selling, Socratic Presentation and Facilitation, Professional Selling Skills, Change Leadership.

### Employer History

University of Missouri    Monsanto Company    Kellogg Company    Nutrition Impact, LLC

Jennifer Garrett  
 Marketing Plan

Page 2

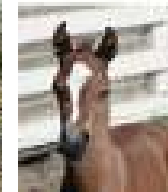
### Personal Vision

I want to help bridge the gap between science-intentions and consumer acceptance in the food and agricultural industries, so that consumers regain trust in the U.S. food production practices and products.

### Target Segments and Organizations

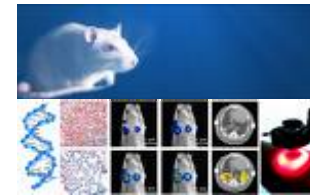
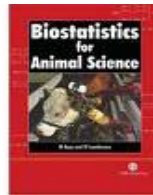
Key Organizations	Agricultural Companies
<ul style="list-style-type: none"> <li>⇒ American Farmers for Advancement and Conservation of Technology (AFACT)</li> <li>⇒ International Food Information Council (IFIC)</li> <li>⇒ Grocery Manufacturers Association (GMA)</li> <li>⇒ Food Marketing Institute (FMI)</li> <li>⇒ American Dietetic Association (ADA)</li> <li>⇒ American Farm Bureau Federation (AFBF)</li> <li>⇒ Dairy Management, Inc. (DMI)</li> <li>⇒ National Cattlemen's Beef Association (NCBA)</li> <li>⇒ National Pork Producers Association (NPPA)</li> <li>⇒ American Association Bovine Practitioners (AABP)</li> <li>⇒ Biotechnology Industry Organization (BIO)</li> <li>⇒ National 4-H</li> <li>⇒ FFA</li> </ul>	<ul style="list-style-type: none"> <li>⇒ Monsanto</li> <li>⇒ <del>DuPont</del></li> <li>⇒ Dow</li> <li>⇒ Eli Lilly/<del>Eli Lilly</del></li> <li>⇒ Pfizer</li> <li>⇒ Cargill</li> <li>⇒ ADM</li> <li>⇒ Church and Dwight</li> </ul>
	Food Companies/Retailers
	<ul style="list-style-type: none"> <li>⇒ Kellogg Company</li> <li>⇒ General Mills</li> <li>⇒ Nestle</li> <li>⇒ <del>PepsiCo</del></li> <li>⇒ Coca-Cola Company</li> <li>⇒ Unilever</li> <li>⇒ Kraft</li> <li>⇒ Sara Lee</li> </ul>
	Marketing Management
	<ul style="list-style-type: none"> <li>⇒ Food and Nutrition Consumer Publications</li> <li>⇒ Agricultural and Food Sustainability</li> <li>⇒ Plant and Animal Biotechnology</li> <li>⇒ Marketing to Children</li> <li>⇒ Improving Science Literacy</li> </ul>

# Non-Traditional Summary



- Expand Professional Network
- Commit to Continuous Learning
- Focus on Effective Communications
- Market Your Strengths

- Know Yourself
- Follow Your Passion
- Be Patient
- Respect Differences



Thank you!

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