

Adding Animal Feed Trading Capability

Adding a new commodity area compatible with the client's logistics and financing platform.

ANIMAL FEED & INGREDIENTS | LONDON | RETAINED SEARCH

THE CLIENT OBJECTIVE

A London agricultural trading house wanted to expand beyond its existing products by adding a niche trading desk. The new business needed to work with the logistics and financing arrangements already in place. The commercial objective was therefore specific: find a trader and product area that the existing platform could credibly support.

THE SEARCH CHALLENGE

Commodity experience was only one part of the requirement. Different products bring different shipping patterns, financing needs and customer relationships. A capable trader could still be unsuitable if their business required an operating model outside the client's experience. The relevant talent pool was further narrowed by the need for specialist relationships in containerised agricultural products.

HOW WE APPROACHED IT

We mapped aligned and adjacent agricultural and soft commodity markets, examining how products were shipped and financed. This research helped narrow a broad expansion idea into a more specific product and candidate brief. We then directly approached passive professionals within relevant trading businesses, identifying an animal feed and ingredients trader with a niche containerised product background. We managed the process through the offer stage to the completed appointment.

THE COMMERCIAL FIT

The decisive fit was between the candidate's trading experience and the infrastructure the client could provide. Animal feed and ingredients offered the relevant combination of product relationships, containerised logistics and financing compatibility. That made the candidate's background commercially relevant to the proposed expansion.

THE OUTCOME

The trader joined and the client successfully established its new animal feed and ingredients activity. The appointment added specialist product expertise and relevant commercial relationships in a form the existing logistics and financing platform could support. The candidate remained with the firm, developing the trading activity over time. The result aligned the client's growth plans with a role in which the trader could build a sustained business.