

2020 Lessons Learned

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With all the challenges the industry faced in 2020, both in and out of the fields, we would like to take some time to reflect on the year. In this session our goal is to get participants to discuss the good, the bad, and the ugly of 2020 and how your company is restructuring to accommodate the 'what if's' facing us in 2021.



Isaac Lemmenes works for R Braun Inc. in St. Nazianz WI. Though his roles have changed in the industry over the years, one thing remains the same, his passion for developing improved practices and equipment to better the manure application industry! His role of previously being an operator and business owner shifted to working on the manufacturing floor and designing product to product sales and customer support/training. He has seen (and done) a fair share of good and bad things within this industry... he like to think of himself as a sponge, absorbing as much information as he possibly can, with the purpose of using that information to help others to not make the same mistakes. Doing the best for his customers and our industry is his #1 goal!!



Jesse is a Nutrient applicator from NE Wisconsin. He has been in business since 2006. His company moves about 275 million gallons a year. They started out with just one semi and have grown to a fleet of 20 trailers and 10 semis. They also have 7 miles of hose, some 8" and some 10". His team likes to be innovative and try new things when it comes to application equipment and technology. This year they also started offering other services such as planting, cultivation, and harvesting.