

What's New in Mergers

Ben Craker, Kuhn North America - Brodhead, WI

Josh Bartholomew, Oxbo International - Clear Lake, WI

Ron Zygarlicke, H&S Manufacturing Co. - Marshfield, WI

David Eisentraut, Eisentraut Ag Services-ROC - Waldo, WI

What's New in Mergers will discuss the latest advances in merger technology from the leading equipment manufacturers in the industry. Size, features, and versatility of the newest models of mergers will be the focus of this discussion.



Ben Craker has been in the farm equipment industry for over 15 years with roles in marketing, sales, and product management. He grew up on a small farm in south central Wisconsin and graduated from the University of Wisconsin-Platteville, earning an ag business degree with an engineering technology emphasis. Throughout his career, he has lived in Georgia, Arizona, and Wisconsin, as well as traveled regularly to both Europe and Brazil. In his different roles, he has focused on different hay equipment and precision ag technology products. He currently is a senior product manager at Kuhn North America, where his team is responsible for hay tool, special crop, fertilizer spreader and grain drill product lines for the North American market. Ben and his wife Jackie live just south of Madison, WI, they have two children with a third on the way. Ben also helps out on the Craker family farm whenever possible.



A graduate of the State University of New York with an Associates degree in Power Machinery and a Bachelor's degree in Agriculture Engineering. Currently, the Oxbo hay and forage Territory Sales Manager, manages all sales and support for the Oxbo International line of forage mergers and dump carts through a dealer network for the Western United States. This is his 11th year with the company. Having travelled to almost 20 countries supporting Oxbo equipment, his focus is now on hay and forage in the Western United States and providing dealers and customers with the best solutions possible. He grew up in Connecticut on one of the last dairy farms in the state and now lives in northwest Wisconsin, in the little town of Clear Lake, just 4 miles from one of the Oxbo manufacturing plants. His hobbies include hunting, fishing, four-wheeler riding, and snowmobiling.



Ron grew up on a dairy farm in central Wisconsin and has always appreciated the farm equipment industry. As a young man, Ron started his career at a machinery dealership setting up equipment and eventually becoming a parts man. He then went on to manage at AGCO and Case/IH dealerships for a total of 15 years. In 1995, Ron was offered a job as a manufacturer's representative selling farm equipment for H&S Manufacturing in Marshfield, Wisconsin. Eventually, Ron would also become the Marketing Manager for the company in addition to his sales duties. Currently, Ron is working as the Product & Marketing Manager for H&S Manufacturing. Ron has traveled throughout North America, Europe, Japan, and South America, teaching and training H&S equipment dealers and farmers about the company's farm equipment. As a Product Manager, Ron works with the Engineering Department to develop, test, and demonstrate new products for the H&S Manufacturing Farm Equipment line. He also coordinates H&S Manufacturing's social media, involvement in farm shows, and dairy expos throughout North America.



David Eisentraut grew up on dairy and beef farms until he till the age of 19 when he began working in the electrical and welding fields. He also studied industrial engineering. In 1998, David started Eisentraut Ag Services specializing in manure handling and mobile welding and repair. As his business grew he added forage harvesting and trucking to his array of services. In 2012, Eisentraut Ag Services became an authorized dealer for the ROC Service Company and in 2015 Eisentraut added Schuitemaker equipment to his product lineup. Today, Eisentraut pumps 160 million gallons of manure, makes 11,000 acres of hay, harvests 2,500 acres of corn silage, and provides parts and service to approximately 70 customers. Eisentraut Ag Services has been in business for 23 years and is located in Waldo, WI.