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FORTY

Brian Haschemeyer

Brian Haschemeyer, 39, doesn't have a background in agriculture. But since becoming part of the ag world nearly a decade ago, he can't imagine working in any other industry. He recently was promoted to manager of chemistry and laboratory services for Brandt's Specialty Formulations division after having been senior chemist on the discovery and innovation team.

"I always enjoyed going to see my grandparents' farm near Golden, Ill., but I didn't grow up on a farm," said Haschemeyer from Athens, Ill. He still resides in Athens with his wife and two children, and has a bachelor's degree in chemistry from Western Illinois University.

"Out of college I worked for a geotechnical engineering firm, Professional Service Industries, Inc. I didn't have an engineering degree, so I could not be a licensed professional engineer in the state of Illinois. That limited my career path," he said.

Haschemeyer answered an ad for the Brandt position. His primary role has been development of specialty products such as micronutrients, adjuvants and biostimulants. In his new position, Haschemeyer now oversees critical division-wide activities, including all formulations development and lab services, quality control, domestic and international regulatory support and field research services. He also authored Brandt's patent application for a humic acid product.

"Brian has long been a key member of our discovery and innovation team, working on a wide range of products to improve plant health. He helped develop our Smart System foliar nutrients and stewarded their market development," said Julian Smith, Brandt director of discovery and innovation. "We are thrilled to put him in a management role to help set direction for the division. He will focus on micronutrients in crop production, interaction of foliar nutrients with crop protectants and the role of adjuvants to improve foliar spray performance and qualities."

In the future, Haschemeyer hopes to improve the efficiency of foliar-applied plant nutrients, although he said the products are much more efficient now than they were 10 years ago.

"There is huge opportunity in this arena because of the advanced understanding of how nutrients absorb and move through a leaf's cuticular membrane," he said.

