



“Success is being able to adapt to whatever the market calls for. But, there’s no getting ahead by taking shortcuts.”

Todd Toppen
Owner,
Toppen Family Farms



Toppen Family Farms relies on Delo® 400 XLE 10W-30 to keep their equipment fully operating, even in the most extreme North Dakota heat waves

Toppen Family Farms has grown more than 20 different crops over the decades in the fertile Red River Valley, with an eye for changes in demand and the economy. The farm is owned by Todd and LeAnn Toppen and, with his technology savvy, their accountant son Kyle has become another key contributor to its ongoing success. We spoke with Todd and Kyle to find out what success means at Toppen Family Farms.

COMPANY

Toppen Family Farms
Headquarters in Horace, ND
Established 1958

INDUSTRY

Agriculture

SPECIALTY

Mixed crop
(currently wheat, soybeans)

HEAVY DUTY ENGINE OIL

Delo 400 XLE 10W-30

Q: Can you tell us about Toppen Family Farms and what makes it different from other farms?

At Toppen Family Farms, 'family' is not just in the name; it's ingrained in everything we do. My grandfather started the farm, my father took it to the next level, and now I'm taking it further. It's going to keep going with Kyle. It's all about being an evolving venture. We're a smaller size farm for out here, with 3,200 acres of crop per year. Currently, we grow spring wheat and soybeans, and we also sell bales of wheat straw to farms as a secondary source of revenue.

Q: What does success mean to you and what are the tools you rely on to get there?

Success is being able to adapt to what the market calls for. It's not always easy to predict but you have to be ready for it. There's no getting ahead by taking shortcuts. At the same time, you can't think the way your grandfather thought, you have to always be ready and open to new technologies. That really makes the difference between breaking even and making money. For example, all of our tractors have the same steering software system in them. You can load up data for the field you're on and go.



“We wanted top performance in all weather, without having to use two oils.”

With this approach you can even identify potential problem areas like too much moisture in the ground and address it before it has a major impact.

Q: In terms of technology, how do you select the right lubricant for your needs?

You can't afford to skimp on your oil. It needs to work all the time or it's not going to work at all. To rebuild engines it costs \$100k. And a breakdown costs more than just the repair. A half-day delay could mean you miss the good weather window for planting and lose two weeks



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of growing season. It could result in a couple hundred acres being compromised, which will have direct impact on revenue come harvest. In spring, when it’s time to go you need to go. Sometimes the combine is running at over 100 degrees Fahrenheit and it also runs near freezing. We wanted peace of mind and top performance in all weather, without having to use two oils.

**Q: How did you end up using
Delo 400 XLE 10W-30?**

We started using Delo 400 XLE 10W-30 in our tractors almost 10 years ago. We try to stay highly organized and we have storage constraints, so we were looking for a single oil that would be universally compatible with all of our equipment. At first, I was a little nervous about the lower viscosity. But after trying it out and seeing consistently strong oil samples—we sample every time—it surpassed my expectations. Now all of the farm’s equipment is running with Delo 400 XLE 10W-30.

**Q: How does your relationship with
Chevron contribute to your business?**

When you’re using Chevron Delo, there’s trust. We’re buying that Chevron expertise. I know if I buy a piece of equipment that’s been running Delo, that means something to me. With a company like Chevron, you can know and trust the technology inside it. Whether it’s 500 horsepower or 50 horsepower, five years old or 15 years old, we can use the same oil and count on top performance.



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