



**“I value my independence as a small business owner. There aren’t many of us working on the farm, but we do everything from start to finish, and that’s kind of unique.”**

**Travis Madsen**  
Owner,  
Madsen Farms

## **Madsen Farms relies on Delo® 400 SDE 15W-40 to keep their equipment running when every second counts**

Travis Madsen started Madsen Farms as a young man, and he takes great pride in his independence and ability to grow the operation and keep it running in the local community. Along with his family, Travis and a small staff of 15 to 20 people do everything from planting and equipment maintenance to even flying the aerial application plane. Every second counts for the success of this farm, and Travis relies on Delo 400 SDE 15W-40 to keep all his equipment running smoothly so that it’s always available on demand.

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### **COMPANY**

Madsen Farms  
Headquarters in  
New Underwood, SD  
Established 2000

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### **INDUSTRY**

Agriculture

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### **SPECIALTY**

Feed store, mixed crop  
(currently winter wheat, millet,  
alfalfa, sunflowers, milo)

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### **HEAVY DUTY ENGINE OIL**

Delo 400 SDE 15W-40

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**Q: Can you start by telling us about Madsen Farms and how it started?**

The Madsen family have been farming for decades. My son, Dalton, represents the fifth generation. I started renting farmland and doing custom farming for my neighbors when I was in high school and that's what started my own journey. After I graduated in 1994 from high school I began to purchase land with my parents. In 2000, my wife Nena and I got married and started farming on our own. At that time we had two full time employees. Over the past twenty years we've bought more land to expand our farm and have also added other businesses. We now have 15 to 20 full time employees working hard here every day. I am proud of the success of our family farm. We couldn't do all of this without the help of our dedicated employees and community members. There aren't many of us, but we do everything from start to finish, and that's kind of unique.

**Q: You have a number of aspects to your operation; what would you describe as the core of your business?**

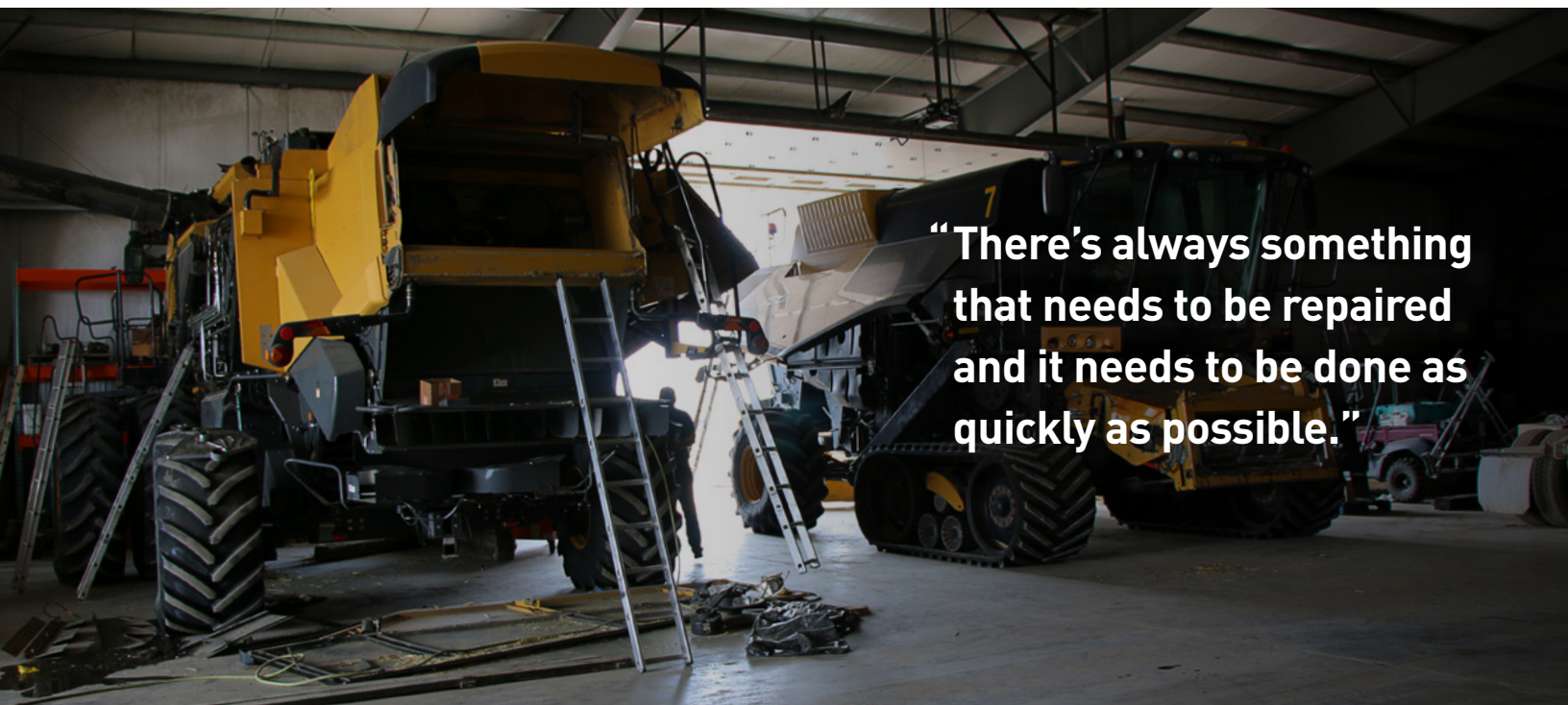
Farming is the core of our business, though right now, our feed store, gravel pit and pellet mill are also main priorities. We have around 32,000 to 34,000 acres, and we grow mainly sunflowers, milo, winter wheat, alfalfa and millet. I'm always open to new adventures and opportunities. We built and started an agricultural chemical store that sold a couple of years ago. We're currently working with more bird seed companies; a lot of our crops are for pet food. That market



is steadier than the feed grain market and other ones. As I said, we do everything here ourselves with local help. We do our own crop spraying with airplanes that I fly, and we have our own ground sprayers too. We load all of our own grain and we reclean a lot of it before we put it on rail. We also do some truck freighting.


**Q: With an operation self-running like yours, what kind of equipment do you use and how do you keep everything up and running?**

We have at least 20 tractors, 10 combines and 20 to 30 trucks or semis. There's always something that needs to be repaired and it needs to be done as quickly as possible. In the springtime, we're using pretty much every piece of equipment, so it's all got to be ready, and if it goes down, it needs to be fixed right away. We have a big shop where we do our own maintenance and repairs, with a full-time mechanic and six or seven guys working in the shop on equipment.



**“There’s always something that needs to be repaired and it needs to be done as quickly as possible.”**





**“We haven’t experienced engine breakdowns, and a big part of that is preventative maintenance and the products we use.”**

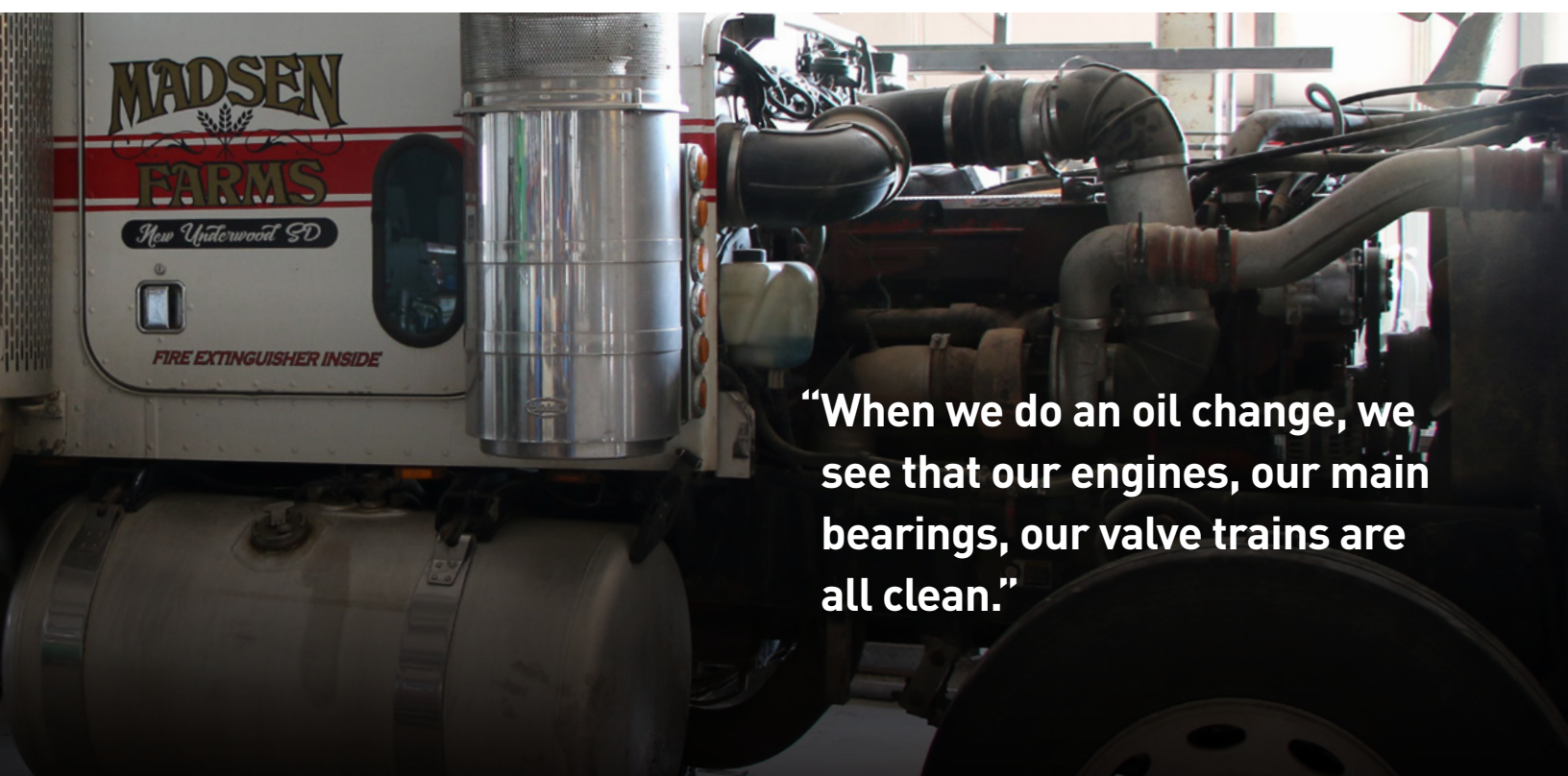
**Q: How would an unexpected breakdown affect the success of your operation?**

We need very good yields to cover our operational costs, and it all depends on things like getting our crops sprayed and planted on time. If a piece of equipment breaks down, it gets pretty expensive. I know a lot of friends of mine have had engine failures in their machinery. They’ll lose their tractor for a month and the cost of overhauling an engine at a shop is close to \$30,000 and then they could spend another \$10,000 or \$15,000 on renting a tractor—which, from this remote location, is not easy to do. And regardless

of how quickly it can be done, it’s still going to take a couple of days to get that stuff arranged. The costs are quite large. We haven’t experienced engine breakdowns, and a big part of that is preventative maintenance and the products we use.


**Q: Why did you choose Delo 400 SDE 15W-40?**

We use Delo 400 SDE 15W-40 in everything. It’s in our excavators, our dozers, tractors, trucks—everything. It doesn’t work for us to use different engine oils and have to keep them separated. Everything uses one oil and that is Delo 400 SDE 15W-40—the one we know will work. In the past we’ve used other oils and our machinery would need to be topped up all the time, every 100 hours or so. A lot of the trucks would burn oil with this other brand. With Delo 400 SDE 15W-40, oil consumption is low. We don’t have to top up our oil as often, and the trucks don’t burn oil anymore. When we do an oil change, we see that our engines, our main bearings, our valve trains are all clean. We just don’t have trouble with it at all.



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**Q: How does Chevron support  
your core values?**

I value my independence as a small business owner, especially at a time when the internet makes it harder for us to compete. When we need oil, it’s a product that we’ve got to have right away. Chevron makes it easy for us to get the products we need in bulk, when we need them. I know that with Chevron products and technology, my business will be able to keep going and we’ll be able to get the job done quickly and efficiently!



**“I know that with Chevron products and  
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to keep going.”**