

DURON & DURATRAN

Case Study

Haak Farms Operations

Results:

REDUCED COSTS, IMPROVED RELIABILITY,
MORE UPTIME

Haak Farms:

Haak Farms, a 1,000-acre family farm in Kempton, Indiana, has been family-owned and operated for over 100 years. Run today by Eric and Dave Haak, the farm relies heavily on John Deere equipment to keep operations running smoothly.

Like many farms, they used OEM-branded oils and fluids—in this case, John Deere Plus 50 II engine oil and John Deere Hy-Gard hydraulic fluid. Although these products bear the John Deere brand, they are produced by third-party manufacturers and are formulated to meet minimum required product specifications with a focus on cost efficiency.

“We’ve run John Deere equipment for years, and we always assumed we had to buy John Deere-branded fluids. With Thomas Oil, we were able to cut our costs by 40% without sacrificing quality. Their team not only supplied the fluids, but they also picked up our used oil barrels and handled our DEF supply. It’s saved us money, time, and hassle.”

Eric & Dave Haak

Haak Farms
Kempton, IN



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THE CHALLENGE

Rising costs in agriculture—covering fertilizers, pesticides, seed, and equipment—are leaving farms with increasingly slim margins, where every dollar counts, particularly for inputs that don't directly boost yields. For Haak Farms, high fluid costs were a major concern, as OEM-branded lubricants carried significant price premiums.

On top of that, waste management created additional strain when the farm was left with used oil barrels and no cost-effective disposal solution. Further compounding expenses, the operation also required DEF for its diesel-powered equipment, adding another recurring input cost.



THE SOLUTION

Thomas Oil partnered with Haak Farms to conduct a comprehensive review of their fluid and lubricant program, focusing on reducing costs while maintaining performance standards.

For engine oil, the farm transitioned from John Deere Plus 50 II to Petro-Canada DURON™ SHP 15W-40, which meets or exceeds John Deere JDQ-78X requirements.

For hydraulic and transmission needs, John Deere Hy-Gard was replaced with Petro-Canada DURATRAN™, approved for John Deere JDM J20C/J20D specifications.

In addition to fluid replacement, Thomas Oil managed the collection and disposal of nine barrels of used oil and supplied Blue DEF directly, streamlining yet another recurring input expense.

“We get products we trust, service that saves us time, and the peace of mind knowing our equipment is protected—all from one reliable partner.”

Eric Haak
Haak Farms

THE RESULT

By collaborating with Thomas Oil Company, Haak Farms achieved an immediate 20–30% reduction in lubricant and fluid costs after transitioning to Petro-Canada Lubricants.

When accounting for lower consumption rates, total cost savings reached 40%, all while maintaining compliance with OEM specifications to ensure the protection of equipment warranties.

Beyond cost savings, the farm also benefited from a simplified supply chain by consolidating oil, fluids, and DEF needs with one trusted partner. Thomas Oil's ongoing service and pickup support further created valuable time savings for farm operations