



# INTERVIEW

## KENT SYTH,

Territory Sales Manager, Titan Machinery

By Joe Kertzman, managing editor, *Badger Common'Tater*

*Founded in 1980, Titan Machinery* owns and operates a network of over 100 full-service agriculture and construction equipment dealerships across the United States, Europe, and Australia.

**NAME:** Kent Syth

**TITLE:** Territory sales manager

**COMPANY:** Titan Machinery

**LOCATION:** DeForest, WI

**HOMETOWN:** Greenwood, WI

**YEARS IN PRESENT POSITION:**  
Twenty-eight

**PREVIOUS EMPLOYMENT:** Pavelski Enterprises, Wilbur-Ellis, Heartland Farms, Ag-Chem Equipment, AG Systems, Heartland Ag, and Titan Machinery

**SCHOOLING:** Bachelor of Science, University of Wisconsin (UW)-River Falls, and Master of Business Administration, UW-Oshkosh

**ACTIVITIES/ORGANIZATIONS:** Wisconsin Agri-Business Association (WABA) past president

**AWARDS/HONORS:** WABA Outstanding Service to the Industry, and 2024 Titan Machinery Top Achiever Sales Award-Application Division

**Above:** Territory Sales Manager Kent Syth won the 2024 Titan Machinery "Top Achiever Titanium Sales Award" for his dedication to customers, passion for the industry, and consistent sales results.

The dealer network includes U.S. locations in North and South Dakota, Iowa, Minnesota, Nebraska, Wyoming, Idaho, Wisconsin, Kansas, and Colorado, with overseas operations in Romania, Bulgaria, Ukraine, and Australia.

Each of the locations represents one or more of the CNH Industrial brands such as Case IH, New Holland Agriculture, CASE Construction, New Holland Construction, and CNH Capital.

The company offers a full line of farming, application and construction equipment, as well as parts and service support to keep it running. Titan Machinery also partners with specialty equipment and technology companies to help provide comprehensive farm-level agriculture solutions.

Having been in agriculture for his entire career, Kent Syth, territory sales manager for Titan Machinery in DeForest, Wisconsin, is a familiar

name and face in the Wisconsin potato and vegetable industry and has serviced many agriculture customers in the state and beyond.

**Kent, what is your own agriculture background, and how did you end up as the territory sales manager for Titan Machinery out of DeForest?**

I grew up on a 25-cow dairy farm west of Marshfield. After attending UW-River Falls, I began my career working with application equipment and supporting growers in Wisconsin.

In 1997, I joined the DeForest-based application business, where I have continued in a similar role ever since, supporting Case IH application equipment and systems.

While the organization evolved and ultimately became part of Titan Machinery, the focus on local support, customer-first relationships, and doing the job right never changed.

As application technology advanced, my knowledge and expertise evolved



as well, which has kept me in this role supporting growers for nearly three decades.

**Have you always had a passion for agriculture, and what has your progression been in your career?**

Working on the farm taught me early what hard work really means, and that's where my passion for agriculture comes from.

I explored other industries but found none with the breadth and opportunity that production agriculture offers. It's an exciting, ever-changing industry, and my progression has come from working alongside growers as equipment, technology, and application demands

continue to evolve.

**Titan Machinery was founded in 1980. Tell me about the history of the company and why you take pride in working there.**

After it was founded in 1980, Titan Machinery grew by expanding its dealership footprint across the Midwest. Over time, the company expanded by focusing on parts availability, equipment solutions, and service capability at the store level.

Many of the Titan team members come from farming backgrounds

themselves, so they understand the realities of the field and the importance of strengthening local communities.

As customer needs evolved, Titan continued to add specialized support, including application-focused expertise through the addition of Heartland Ag Systems, now Titan Application.

I take pride in working for a company that invests in its people and long-term customer relationships.

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**Left:** For the Wisconsin market, Titan Machinery specializes in all things "application-related"—sprayers, applicators, floaters, spreaders, and associated products and parts like tanks, valves, pumps, and tips. The Case IH Patriot 4450 self-propelled sprayer features a 1,600-gallon tank and a 390-horsepower engine for high-performance application across large acreages.

**Right:** During an Insight FS operator training seminar at the University of Wisconsin (UW) Arlington Agricultural Research Station, in the Public Events Facility, Brent Bast, CNH Global Crop Protection Product & Portfolio Manager, highlights new innovations in Case IH sprayer and fertilizer application technologies.

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# TITAN MACHINERY

# TITAN APPLICATION

**I believe you work mostly with Case IH applicators for crop protection products but expand on what you provide for potato and vegetable growers.** For the Wisconsin market, we specialize in all things “application-related”—sprayers, applicators, floaters, spreaders, and associated products and parts like tanks, valves, pumps, and tips.

We also have access to a wide range of used agricultural and construction equipment through our large network of Titan Machinery locations throughout the Midwest.

A big part of my role is supporting application equipment and systems. Potato and vegetable growers work within tight application windows, so accuracy and consistency are critical.

Through Titan Application, we help with equipment selection, setup, rate control, and system support so growers can apply confidently and

stay on schedule.

**Do you also deal in New Holland and CASE Equipment, and what machines are useful to potato and vegetable growers?** Yes, our location in DeForest deals exclusively with Case IH, RBR Enterprise, and Salford application equipment.

Other Titan locations across the Midwest carry a broader range of Case IH, New Holland, and Case Construction products, though those lines are not supported directly through our DeForest location.

For potato and vegetable growers, this often includes tractors, loaders, and other equipment that supports planting, spraying, hauling, and daily farm operations.

**Why do you feel Titan Machinery and Titan Application offer proven equipment and solutions?** We work with equipment that growers know

**Above:** After it was founded in 1980, Titan Machinery grew by expanding its dealership footprint across the Midwest. As customer needs evolved, Titan continued to add specialized support, including application-focused expertise through the addition of Heartland Ag Systems, now Titan Application.

and trust, but the real strength is the local support behind it.

At our Wisconsin location, the team has decades of combined experience working with potato growers and commercial applicators. We know the crops, the timing, and the conditions because we have been here and grown alongside our customers.

Titan Application adds another layer of application-focused knowledge to that local foundation, helping growers set up systems that fit their operation and perform consistently throughout the season. Nobody knows application better than the



The Case IH Trident 5550 is a high-clearance row crop liquid/dry combination applicator delivering 42-minute changeover times to help growers cover more acres.



team we have here in DeForest.

**Do you work with many potato and vegetable growers in Central and Northcentral Wisconsin?** Yes, I work with a number of potato and vegetable growers across Central and Northcentral Wisconsin. These operations are highly specialized, and many of our conversations revolve around timing, application windows, and keeping systems matched to their acres and crop mix.

Because we work in this area every season, we understand the pace and expectations that come with potato and vegetable production.

**Where in the area are Titan Machinery dealerships located, and do they all offer parts and service?** Titan has locations in DeForest and La Crosse, along with many more dealerships across the Midwest.

Potato and vegetable growers

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*"In covering the southern half of Wisconsin, I have never seen a group of growers more willing to try new things. If something doesn't work, they move on and keep improving."*

**– Kent Syth**

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value parts availability and skilled service support, which is why our stores invest in well-stocked parts departments, trained technicians, and the tools needed to support application equipment.

Our teams receive ongoing training on both equipment and application systems, so when growers need us, they are working with people who understand their machines and the demands of the season.

These local teams are backed by the

broader Titan network, which adds depth in inventory, training, and technical support.

**Walk me through a typical sales call with a potato grower and how support works after delivery.** Most of my work with potato growers is built on long-term relationships. I get to know their acres, rotations, and spray schedules, which helps me understand how application fits into the bigger picture of their operation.

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## Interview . . .

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Many conversations focus on planning ahead and anticipating needs as the season approaches. When equipment is delivered, I am involved in the setup and training, so the grower and operators are comfortable before things get busy.

After that, support stays local through our parts, service, and application teams who continue working closely with the grower throughout the season.

**Company-wide, how many locations does Titan Machinery have and how many people does it employ?** Titan Machinery operates more than 90 dealerships across the United States and has international locations.

The company supports agriculture and construction customers with several thousand employees. That scale allows Titan to invest in training, service and parts availability, and technical support, while customers continue working directly with their trusted local store teams.

**Was Heartland Ag Systems brought under the Titan Machinery umbrella, and how has that helped customers?**

Yes, Heartland Ag Systems became part of Titan and now operates as Titan Application. Heartland has

long been known for its hands-on experience with application systems and support equipment.

Bringing that team into Titan strengthened our ability to help growers build application setups that truly fit their operations.

For customers, it means working with people who understand liquid and dry systems, product flow, and field logistics, and who stay involved after delivery to support the system throughout the season.



**Above:** Troy Neumeyer, equipment operator at Country Visions Coop, Rockwood, Wisconsin, holds a fertilizer spread-pattern calibration unit showing the even application of dry fertilizer this past October.

**Do you enjoy working with potato and vegetable growers?** Absolutely. Potato and vegetable growers run some of the most disciplined operations we work with. Their days are driven by timing, crop stage, and tight spray and harvest windows,

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With potato and vegetable growers valuing parts availability and skilled service support, Titan Machinery stores invest in well-stocked parts departments, trained technicians, and the tools needed to support application equipment.

and they expect equipment and support to match that pace.

What I enjoy most is helping them dial in a system that fits their operation and then seeing it work smoothly when things get busy.

**So how do you help growers become more efficient and save time or money?** For potato growers, efficiency often comes down to timing and flow. We look at how application fits into their day, from refill time to product changes to field transitions.

That can mean adjusting plumbing layouts, improving tender setups, or dialing in rate control so operators spend less time making adjustments and more time covering acres.

These improvements add up by saving time during tight spray windows and helping inputs go where they are intended.

**Do you also support construction equipment for potato and vegetable growers?** Yes. The Titan Machinery dealership network supports CASE and New Holland construction equipment in many of the markets we serve.

In Wisconsin, we have a sister Titan Machinery location in La Crosse that is primarily a Case Construction dealer, allowing us to sell new Case



Construction equipment in the surrounding area.

For much of Wisconsin, we also provide used construction equipment such as wheel loaders and skid steers/compact track loaders sourced through the broader Titan network.

**What specialty equipment and technology companies do you partner with?** On the application side, we work closely with companies such as Case IH, Salford, RBR, New Leader, and Heartland Ag Systems.

Titan Application helps bring these

systems together, so they function as a complete solution.

**Talk about sustainability and how you help growers be more sustainable?** Much of sustainability comes from precision. Applying the right rate in the right place helps reduce excess input use while maintaining yield.

Application technology helps growers make better decisions in the field. I have seen potato growers adjust rates and timing as crop growth

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varies across a field, often reducing product use while still protecting yield and improving overall sustainability throughout the season.

**Why do you feel good about your role in helping growers at the farm level?** I like being involved beyond

the sale. Helping with setup, training, and fine-tuning gives growers confidence in their equipment.

Seeing systems perform well throughout the season is rewarding. I may not have known all the answers throughout my career, but through

**Above:** A crew from United Coop of Beaver Dam, Wisconsin, operates a Case IH Trident with a New Leader NL720 fertilizer spreader at DHN Farms, in Markesan, spreading dry granular fertilizer at a 120-foot effective spread width.

real conversations, ideas shared back and forth have often turned into solutions.

Having worked in the Central Sands for nearly 15 years, I was fortunate to form real friendships.

In covering the southern half of Wisconsin, I have never seen a group of growers more willing to try new things. If something doesn't work, they move on and keep improving. That mindset drives progress across the grower base.

**What new technologies are helping growers today?** One example is Case IH SenseApply. It uses a single camera to adjust application rates in real time. It is easy to use, has no annual subscription or per-acre fees, and helps growers respond to changing field conditions while they work.

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I have seen growers use it to make simple in-field adjustments such as crop color and density change, improving consistency without adding complexity for the operator.

**What do you see coming next for Titan Machinery and new technologies or services?**

Titan will continue working closely with OEM/manufacturing partners to bring real-world application challenges from the field back into equipment and technology development.

Feedback from growers and applicators helps shape practical improvements that matter day to day.

As operations continue to move faster and become more complex, Titan will evolve by strengthening application expertise, improving support, and anticipating solutions that help growers stay efficient and on schedule. **BCT**



United Coop of Beaver Dam operates a Case IH Trident with New Leader NL720 to apply dry granular fertilizer at Harlan Cupery Farms, Randolph, Wisconsin, in December.



**Contact: Jim or John**

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