

Triple Threat Ag Services

2019 WSU Emerging Business

The need to do things better, faster, and more efficiently has fueled innovation and the increased use of technology in all industries—most notably in agriculture.

When brothers Allen, Paul, and Phillip Lange, with their cousin Aaron Lange, wanted to find a better way to spread fertilizer and improve their farm soil with more precision, they began experimenting. They were early adopters of variable-rate application and wanted to find a better, faster, more efficient method to apply fertilizer and lime. Variable-rate technology (VRT) in precision agriculture is a process that focuses on the automated application of materials to a specific management zone.

They developed a solution. “It wasn’t elegant at first,” said Phillip, “but it worked.”

Realizing that other producers could use their solution, they went to market selling their services as well as light agricultural equipment.

In 2010 the brothers and cousin founded Triple Threat Ag Services LLC in Conway Springs, Kansas. Triple Threat positions itself as a progressive organization using the latest technology to maximize profitability for landowners and producers in southeast Kansas.

A few years into the business the Langes found themselves too consumed with equipment sales—a segment of the business that wasn’t the most profitable for them.

This is when they approached the Kansas SBDC at WSU.

After working with the SBDC, Triple Threat has changed how they operate, moving away from equipment sales and focusing on the core of their business—custom

product application and soil sampling. Triple Threat continues to be an early adopter, choosing partners that have the same philosophy. Both Heartland Soil Sampling and the Lange brothers’ alma mater, Kansas State University, work with Triple Threat to provide customers with the latest advances in soil-sampling technology and testing.



Our team at the Kansas SBDC at WSU has been fortunate to work with Triple Threat for the past three years. Here’s what we learned about their experience.

SBDC: What specific challenge(s) prompted you to contact the Kansas SBDC?

Triple Threat: As a small business looking to grow, we wanted to connect with a team that could offer an outside perspective on where we could improve our business. We also were seeking a source of industry information and business fundamentals. Having previous knowledge of the SBDC, we decided to use this resource to help our business grow.

SBDC: How did your Kansas SBDC advisor or advisor team help you overcome these challenges? What solutions did you and your advisor discover together?

Triple Threat: Working with SBDC advisors has helped us focus on our strengths and eliminate distractions. This in turn has directed us to create clarity with our marketing message and day-to-day operations. Specifically, we have stopped

focusing on equipment retail sales efforts (header trailer sales) and are solely focused on acting as an agricultural services business (soil sampling, lime/gypsum/fertilizer application).

SBDC: What specific results/outcomes have you experienced in your business since implementing these solutions?

How have these results changed your business?

Triple Threat: Our marketing message clearly reflects our company’s mission to serve the agriculture community as a service business. After a complete revamp of our website and trade-show booth, customers can easily associate the

Triple Threat brand with the services we offer. This has been a positive change from a business perspective. We now are completely focused on activities that directly boost our revenue instead of investing time and energy in areas with smaller returns. This has also helped provide vision for mid- to long-term planning.

SBDC: When assisting you with your business, what did the Kansas SBDC do well?

Triple Threat: Kansas SBDC did a good job of being an unbiased mediator for our discussions. Additionally, our SBDC team has done a good job of helping brainstorm ideas for future business growth and development.

Congratulations, Triple Threat Ag Services LLC! It’s a pleasure to work with you.

*Kansas SBDC Advisors
Elaine Hanna, WSU
Frank Choriego, W*