**One
Powerful Commercial**

If you were one of the 111.3 million viewers of the February
2013 Super Bowl (Ravens vs. 49’ers); Dodge Trucks scored more points than either
team with a most powerful commercial: “So God Made a
Farmer”.

 The poem truly shares the heart and soul of American
farmers/ranchers with many generations removed from America’s farms and ranches. Paul
Harvey’s poem and recitation gets straight to the heart of American Agriculture.
Here’s the Poem!

  So  God Made A Farmer

And on the eighth day, God looked down on his planned paradise and said, “I need a caretaker”. So God Made a Farmer.

God said, “I need somebody willing to get up before down, milk
cows, work all day in the fields, milk cows again, eat supper and then go to
town and stay past midnight at a meeting of the school board.”
So God Made a Farmer.

“I need somebody with arms strong enough to rustle a calf and
gentle enough to deliver his own grandchild. Somebody to call hogs, tame
cantankerous machinery, come home hungry, has to wait on lunch until his wife’s
done feeding visiting ladies and the ladies to be sure and come back real soon
and mean it.” So God Made a Farmer.

God said, “I need somebody willing to sit up all night with a
new born colt, and watch it die, then dry his eyes and say, “Maybe next year.” I
need somebody who can shape an ax handle from a persimmon sprout, shoe a horse
with a hunk of car tire, who cam make a harness out of haywire, feed sacks and
shoe scrap and who during planting time and harvest season will finish his forty
hour week by Tuesday noon and then, pain’N from tractor back, put in another
seventy-two hours”. So God Made a Farmer.

God had to have somebody willing to ride the ruts at double
speed to get the hay in ahead of the rain clouds and yet stop in mid-field and
race to help when he see’s first smoke from a neighbors place.
So God Made a Farmer.

God said, “I need somebody strong enough to clear trees, heave
bales, yet gentle enough to wean lambs and wean pigs and tend pink-combed
pullets, which will stop his mower for an hour to splint the broken leg of a
meadowlark.” It had to be somebody who’d plow deep and straight and not cut
corners. Somebody to seed, weed, feed, breed and rake and disc and plow and
plant and tie the fleece and strain the milk and replenish the self-feeder and
finish a hard week’s work with a five mile drive to
church.

Somebody who’d bale a family together with the soft strong bonds
of sharing, who would laugh and sigh, and then reply with smiling eyes when his
son says that he wants to spend his life doing what Dad does.
So God Made a Farmer.

***The Super Bowl’s most valuable player, “Dodge
Trucks”***.

The poem truly describes today’s farmers/ranchers and theiruntiring work to raise and deliver a safe wholesome food to America’s dinnertables.
Today’s farmer/rancher wears many hats: Banker- financialmanager of the farm/ranches business dealings.Citizen-concerned member of school board, library, health care,church and local government bodies.Environmentalist-Land soil and water manager to use naturalresources wisely.Veterinarian-care of animals trusted to theircare.Mechanic-repair and maintenance of farm equipment and familyvehicles.Purchasing agent-securing all the necessary supplies to raisecropsand livestock.Marketing agent- sale and delivery of crops and livestock raisedfor family consumers.Inspector-providing a safe and healthy wholesome food supply forfamily consumer’s dinner table.Father-Assisting children with homework, school relatedactivities (sports and band) 4-H club and Future Farmers of America projects.We may not recognize which hat he wears today but thefarmer/rancher’s goal is raising and delivery of a safe healthy wholesome food
to your dinner table.