

Fact Sheet

Ram Truck Brand “The Year of the Farmer”

Overall Key Facts

- The Ram Truck brand is declaring 2013 “The Year of the Farmer” in a year-long initiative aimed at bringing national attention to the significance of the American farmer.
- The program launched during Super Bowl XLVII with a two-minute “Farmer” video featuring “So God Made a Farmer” words delivered some three decades ago by legendary radio broadcaster Paul Harvey and all original photography.
- “The Year of the Farmer” campaign is designed to generate \$1 million for the National FFA Organization in collaboration with Case IH Agriculture, Farms.com and other brand partners.
- For every view, download or share of “Farmer” located on the brand’s website at www.ramtrucks.com/keepplowing, Ram will make a donation to FFA.
- Funds raised will go to local FFA chapters for student programs geared toward fighting hunger in communities across the country.
- “The Year of the Farmer” initiative shines a spotlight on the contribution of American farm families and kicks off twelve months of programs dedicated to highlighting and underscoring their importance.

“Farmer” Video

- “Farmer” was inspired by the stirring “So God Made a Farmer” tribute delivered by legendary radio broadcaster Paul Harvey and used as a national anthem in grassroots videos created by farm families over the past three decades.
- To honor American farmers, the Ram Truck brand set out to create even greater awareness, support and appreciation for farming families, communities and providers.
- The brand commissioned 10 noted photographers to document American farm life, including National Geographic icon William Albert Allard and renowned documentary photographer Kurt Markus, yielding a beautiful and comprehensive catalog of farming images.
- Many of these artful and compelling still images provide the visual mosaic for the video; Harvey’s passionate oration provides the narration.
- The “Farmer” video uses slices of farming life to remind us of our shared identity and character, the greatness born out of perseverance and determination, and the rewards that come from hard work.

“The Year of the Farmer” initiative

- The Ram Truck brand enhances its long-standing partnership with the National FFA Organization (formerly known as Future Farmers of America) with this year-long, multi-tiered initiative.
- Together with agricultural equipment manufacturer Case IH, Farms.com and other brand partners, Ram aims to raise awareness and generate funds for FFA hunger relief efforts in local communities across America.
- The integrated “The Year of the Farmer” campaign and movement will be supported in print, digital and social media, and with events throughout the year.
- A multi-page cover wrap and one-third-page advertisement in the Feb. 4 edition of USA Today provides additional details on the initiative.
- In addition, Ram will offer a collection of the commissioned photographs as a book, creating a visual celebration of the history and importance of the family farmer in the United States.
- A portion of the book proceeds will be donated to local FFA chapters for student programs geared toward fighting hunger in communities across America.