

= So God Made a Farmer =

" So God Made a Farmer " was a speech given by radio broadcaster Paul Harvey at the 1978 Future Farmers of America convention . The speech was first published in 1986 in Harvey 's syndicated column . The speech borrowed a few phrases from a 1975 article written by Harvey in the Gadsden Times , which was itself inspired by parts of a 1940 definition of a dirt farmer published in The Farmer @-@ Stockman . The 1940 article was copied verbatim by Tex Smith in a letter to the editor in the Ellensburg Daily Record in 1949 . The speech was given as an extension of the Genesis creation narrative referring to God 's actions on the 8th day of creation . Harvey described the characteristics of a farmer in each phrase , ending them with the recurring " So God Made a Farmer " .

The speech was used in a commercial by Ram Trucks during the fourth quarter of Super Bowl XLVII . The ad featured photographs of rural America set to a narration of a portion of Harvey 's speech . In a collaboration with the FFA , Dodge agreed to donate \$ 100 @,@ 000 for every 1 @,@ 000 @,@ 000 views that the YouTube video of the ad received up to \$ 1 @,@ 000 @,@ 000 . This goal was reached in less than five days .

= = The speech = =

Paul Harvey , a radio host who died in 2009 , delivered the speech at an FFA convention in 1978 . His speech began as a continuation of the Genesis creation narrative referring to the actions God took on the 8th day . In it , Harvey stated that God needed a caretaker for the land he created . The speech continues with God expressing the characteristics needed by the person he is creating :

" I need somebody with arms strong enough to wrestle a calf and yet gentle enough to deliver his own grandchild ; somebody to call hogs , tame cantankerous machinery , come home hungry , have to await lunch until his wife 's done feeding visiting ladies , then tell the ladies to be sure and come back real soon , and mean it . "

Multiple passages setting out characteristics of the sort end with the same refrain , by which the speech is now known : " So God made a farmer . "

Harvey 's " So God Made a Farmer " speech was characterized , according to The Atlantic , by its " folksy timbre " . The New York Times spoke further on elements of his speaking style in its 2009 obituary : " his style was stop @-@ and @-@ go , with superb pacing and silences that rivaled Jack Benny 's . He spoke directly to the listener , with punchy sentences , occasional exclamations of ? Good heavens ! ? or ? Oh , my goodness ! ? and pauses that squeezed out the last drop of suspense : the radio broadcaster 's equivalent of the raised eyebrow or the knowing grin . " Bob Greene described the opening phrase of the speech as " seemingly simple , and devastatingly direct " .

The speech also ran in Paul Harvey 's syndicated newspaper column in 1986 . Both the sound recording of the speech and the text of the article have been federally registered with the U.S. Copyright Office by Paulyne , Inc . , Paul Harvey 's company that is now owned by his son . In an introduction , Harvey claimed , in a typical rhetorical flourish , that he had found the essay in his mailbag . :

" This next arrived unsigned in my mailbag . I 've tried but cannot trace its source . A farmer , perhaps ; more likely a farmer 's wife . I 've embellished the essay in places and cropped it in others but I hope the sense of it remains intact . "

= = = Prior versions = = =

Paul Harvey ran a similar article in the column " A Point of View " for the Gadsden Times on August 26 , 1975 . Entitled " What it is to be a farmer " , the article did not contain the concept of God creating the farmer seen in his 1978 speech , but he still described the characteristics of a farmer . Many of the same phrases made their way into his 1978 speech . The 1975 column was largely similar to a definition of a dirt farmer given by Boston B. Blackwood from Hartshorne , Oklahoma in a

1940 copy of The Farmer @-@ Stockman . This was copied verbatim in a September 10 , 1949 letter to the editor of the Ellensburg Daily Record written by Tex Smith from Ellensburg , Washington . Both the 1940 and 1975 columns share elements not included in the speech such as the statement that a farmer 's wife won 't let him starve . In the " So God Made a Farmer " speech and Harvey 's 1986 column , only two phrases and a few words remain from Blackwood 's 1940 piece including the phrase , " can shape an axe handle from a persimmon sprout " .

= = Super Bowl XLVII commercial = =

The speech was used in a two @-@ minute Ram Trucks Super Bowl commercial entitled " Farmer " in Super Bowl XLVII . The ad featured a voiceover of Harvey 's speech set to still photographs taken by ten photographers including William Albert Allard and Kurt Markus . Created by The Richards Group , the ad ran during the fourth quarter . It was noted for its religious imagery . The ad , like another Chrysler Super Bowl XLVII ad featuring Oprah Winfrey , advertised the brand without focusing on the vehicle . This was similar to ads run by Chrysler in Super Bowl XLVI and Super Bowl XLV .

The ad was made in collaboration with the National FFA Organization and the National FFA Foundation and with permission from Harvey 's company , Paulyne , Inc . , and Ram agreed to donate up to \$ 1 @, @ 000 @, @ 000 to the foundation based on the views received by the YouTube video . The goal , which was based on \$ 100 @, @ 000 for every 1 @, @ 000 @, @ 000 views , was reached in less than 5 days .

= = = Reception = = =

The ad received mostly positive reviews . Slate called it the " most striking Super Bowl ad " but also criticized it for being similar in concept to a 2011 YouTube video by Farms.com. While the Slate review was criticizing its originality , Farms.com released a statement reflecting their approval of the ad . While liveblogging the Super Bowl commercials for the Wall Street Journal , Cindy Gallop referred to it as the " Great American Super Bowl Commercial " . Dale Buss , of Forbes , wrote " Chrysler managed to insert just enough of its vehicles and brands in each spot so as to make their inclusion seem part of the fabric of the paeon , not at all intrusive , thereby lending the kind of authenticity to Ram and Jeep that fuels long @-@ term brand success " . The ad ranked third in the USA Today Super Bowl Ad Meter . Critics noted that the ad focused on the family farm despite the industrialization of agriculture in America . A Latino nonprofit organization called Cuéntame uploaded a remake to its Facebook page that featured more Latinos .

Country music singer James Wesley 's 2013 single " Thank a Farmer " was inspired by the ad .