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Ram Truck Brand Celebrates Fifth Anniversary of Renowned 'Farmer' Commercial and its Continued Support of the Agriculture Community at the 2018 National FFA Convention & Expo

- Ram Truck brand continues commitment to farmers and agriculture communities across the nation with sponsorship and participation at the 91st National FFA Convention & Expo in Indianapolis, Indiana
- Exclusive FFA convention performance by country music star and FFA alumnus Easton Corbin of brand-new song "[Farmer in All of Us](#)," inspired by Paul Harvey's iconic speech "So God Made a Farmer"
- Ram Truck brand and National FFA Organization recognized three finalists of the "The Farmer in All of Us" program, honoring individuals who have made an impact in their agriculture communities

October 26, 2018, Auburn Hills, Mich. - The Ram Truck brand headed to Indianapolis, Indiana, for the 91st National FFA Convention & Expo with activities designed to commemorate and celebrate the fifth anniversary of the renowned Ram commercial "Farmer." Going beyond exhibit space, this year's Ram Truck presence at the FFA convention featured an exclusive live performance by country recording artist Easton Corbin and the recognition of three finalists of the "The Farmer in All of Us" program, a nationwide social initiative that allowed current FFA members and alumni to nominate and recognize those farmers who have made an impact in their agriculture communities.

"The Ram Truck brand has been an active supporter of the National FFA Organization for more than 60 years, but in the last five years since the premier of 'Farmer,' the connection with the FFA and farming communities across the nation has grown even stronger," said Reid Bigland, Head of Ram Brand. "It is a great pleasure to be among thousands of FFA members, celebrating and honoring deserving individuals for their commitment to agriculture, work ethic, integrity and tenacity."

Attended by current and future farmers, National FFA Organization members were treated to a live performance by country music recording artist and FFA alumnus Easton Corbin. Corbin took the stage to perform "Farmer in All of Us," developed with Universal Music Group Publishing in Nashville in collaboration with the Ram brand. The song is inspired by the powerful stirring "So God Made a Farmer" tribute delivered by legendary radio broadcaster Paul Harvey. The video for "[Farmer in All of Us](#)" can be found on the [Ram Truck brand's official YouTube channel](#).

In addition to the special performance by Easton Corbin, the Ram Truck brand and the National FFA Organization recognized three finalists of the "The Farmer in All of Us" program, honoring extraordinary individuals who have made a significant agricultural impact in their communities and who embody the immortal words of Paul Harvey's iconic "So God Made a Farmer" speech, which Harvey delivered during the National FFA Convention 40 years ago. The three finalists, who attended the FFA convention courtesy of the Ram brand and the FFA, include:

- Grayce Emmick - Lewisport, Kentucky
- Jake Ledoux - Castorland, New York
- Arnold Pennoyer - Thermopolis, Wyoming

The Ram brand's commitment to agriculture continues to grow with several opportunities and initiatives to support the efforts of the nation's farmers. From the launch of dedicated Harvest Edition trucks, to the offering of unique dealer incentives for farm-owning customers of the Ram Truck lineup, and through Ram's relationships with many diverse agriculture brands, customers can take advantage of additional incentives and discounts on purchases, worth thousands of dollars, of farm and ranch equipment and management tools.

Information on the many Ram Truck brand's agricultural activities and programs can be found at the [RAM Life website](#).

About National FFA Organization

The National FFA Organization is a national youth organization of 669,989 student members as part of 8,630 local FFA chapters in all 50 states, Puerto Rico and the U.S. Virgin Islands. The organization is supported by 513,890 alumni members in 2,290 local FFA Alumni chapters throughout the U.S. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. The National FFA Organization operates under a federal charter granted by the 81st United States Congress and it is an integral part of public instruction in agriculture. The U.S. Department of Education provides leadership and helps set direction for FFA as a service to state and local agricultural education programs. For more, visit the National FFA Organization online at FFA.org and on Facebook, Twitter and the official National FFA Organization blog.

Ram Brand

In 2009, the Ram brand launched as a stand-alone division, focused on meeting the demands of truck buyers and delivering benchmark-quality vehicles. With a full lineup of trucks, the Ram 1500, 2500/3500 Heavy Duty, 3500/4500/5500 Chassis Cab and ProMaster vans. Ram builds trucks that get the job done and families where they need to go.

Ram continues to outperform the competition, setting the benchmark in the most important areas for truck buyers:

- Segment-first 1,000 lb.-ft of torque with Cummins Turbo Diesel
- Most luxurious: Ram 1500 Tungsten with air suspension, 24-way massage seats and 540 horsepower
- Best ride and handling with a double wishbone front suspension and five-link solid rear axle with available, segment-exclusive, active-level air suspension
- Best-in-class available rear leg room
- The most cargo space available in any traditional full size cargo van
- Most capable full-size off-road pickup – Ram Power Wagon
- Most awarded light-duty truck in America
- Highest owner loyalty of any half-ton pickup

The latest [J.D. Power APEAL study](#), which rates the emotional bond between customers and their vehicles, named the 2023 Ram 1500 as the best full-size light-duty pickup.

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