

# So God Made a Farmer



Craig Huffhines

The National Football League's (NFL) annual Super Bowl Championship celebration has become the most celebrated event in America. This year, more than 35% (111 million) of Americans viewed the Baltimore Ravens versus San Francisco 49ers match up.

Culturally, the game attracts more than football fans. Many viewers are die-hard football fans; some are simply intrigued with the celebration and the historic aspect of the game, while the vast majority are tuning in for the commercials that have become the main topics of discussion for Monday morning break room talk.

At a cost of \$3.8 million for 30 seconds, advertising agencies attempt to outwit one another with the most creative, memorable, heartwarming or shocking messages promoting their clients' products.

This year, Dodge truck hit it out of the park for agriculture. Never before has the American public responded so positively to an ad celebrating the American farmer and rancher. Paul Harvey's poem, "So God Made a Farmer," recited to a pictorial of people and life experiences of our farming and ranching community was a moving visual of the hardworking, devout, sensitive, loyal to family and community values that are intertwined in our farming and ranching culture's everyday life.

While millions tuned in to the \$15-million, 2-minute

spot, a sense of pride welled up in most Americans who watched. American agriculture is the absolute backbone of this great nation, and as evident by the reaction to the Dodge commercial, most Americans concur with that statement.

The emotional heartstring pulled for me had me thinking about whom I work for — the people I have come to know and respect in our business, the more than 5,000 members that make up the American Hereford Association (AHA).

The Dodge commercial reminded me of our most recent National Western Stock Show and the record attendance of an estimated 1,500 seedstock producers who filled the floor and the stadium seating at the Mile High Night Hereford Sale, making the sale a landmark event in Hereford history.

It reminded me of the families who brought their best stock to the Yards in Denver, enduring the subzero weather early in the week to lead them into the ring in front of a packed house during the pen and carload show. It reminded me of a young boy who stepped into the pen show arena with his father for his very first time, and I couldn't help but think of the future that he represents.

Last but not least, it reminded me of a very humble man who recently passed away at the age of 95 who made his mark as a beloved storyteller, artist,

Hereford historian and longtime friend of countless Hereford breeders both present and past.

Bud Snidow passed away on a Saturday morning, Jan. 26. He outlived his closest friends yet still remained connected to the people and breed he loved the most by coming to the AHA headquarters nearly every week up until last fall. He attended his final American Royal show last November.

Bud made the coffee breaks interesting, and up until the last year, Bud's mind was sharper than those of most 40 year olds. He was of the type Paul Harvey described in his poem — loyal to his Hereford family and community, loyal to his beloved American Royal Stock Show and a servant up until his death. (See Page 90 for Bud's obituary.)

His paintings of prized stock not only immortalize him but will be cherished by generations of family members to come. I don't know how many of those portraits of great bulls are hanging in the homes of ranchers from here in the U.S. and Canada to the southern hemisphere of Uruguay and Australia, but Bud put his heart and soul into getting those portraits just right.

Bud's personality in our business was a gift: a gift that God knew would be appreciated amongst His farmers and ranchers. **HW**