

# Peterson Brothers tell their story in music

Songs connect public, agriculture

By **MATTHEW WEAVER**  
Capital Press

They're farmin' and they show it.

The Peterson Farm Brothers first made an impression in 2012 with their music video "I'm Farming and I Grow It." The parody of the song "I'm Sexy and I Know It" went viral on the YouTube Internet site.

The brothers will speak during the Pacific Northwest Farm Forum main session starting at 9 a.m. Wednesday, Feb. 3, and again during the FFA program at 9 a.m. Thursday, Feb. 4. The brothers give presentations based on their videos, said Greg Peterson.

"We produce YouTube videos basically to entertain people, but also to advocate for agriculture and farming," Peterson said. "We want people to take notice of farmers and appreciate them for what they do."

The Petersons live on a fifth-generation family farm in Kansas, raising beef cattle, wheat, corn, soybeans, sorghum and alfalfa.

Greg, 25, works full-time on the farm, while brothers Nathan, 22, and Kendall, 19, attend college.

When addressing younger audiences, the brothers talk



Courtesy photo

The Peterson Brothers will be the featured speakers at the 2016 Spokane Ag Expo and Pacific Northwest Farm Forum during the main session that starts at 9 a.m. Wednesday, Feb. 3. They also will be featured during the FFA program, which starts at 9 a.m. Thursday, Feb. 4. They are known nationwide for their song parodies with an agricultural theme.

about making the videos and exploring opportunities that life presents, Greg Peterson said. They also stress the importance of advocating for agriculture and other passions such as farming, FFA and the rural lifestyle.

The videos are most popular among ag audiences, but are finding an urban audience. Teachers tell the brothers they use the videos in classrooms to help show students about farming.

Peterson believes the reason the videos have connected with audiences can be traced to their roots.

"Most people have a farm-

ing background somewhere in their past, somewhere in their ancestry," he said. "Even if they don't have that, I think people can really connect to a typical Midwest farm family who is helping produce food for the world to eat — as well as three brothers having fun, singing and making these videos together."

The brothers receive monthly payments from YouTube and for speaking, but they are not paid for the parody videos because they don't own the music, Peterson said.

The Petersons will also talk about social media use during their presentation.

As audiences become farther removed from the farm, Peterson believes advocacy is important.

"It's up to everyone involved to really try to tell the story of ag to other people," he said.

Greg handles the behind-the-scenes work, writing lyrics, editing videos and booking events for the brothers. He estimates he divides his time between the videos and the farm roughly half and half. The brothers focus on farmwork during planting and harvest, he said.

The Petersons plan to farm together, but also hope to continue making the videos, perhaps eventually shifting away from parodies.

# Spokane Ag Expo, Pacific Northwest Farm Forum highlight Ag Week

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Each year, the City of Spokane declares the week of the Spokane Ag Expo and Pacific Northwest Farm Forum to be Ag Week.

This year, all exhibits, meetings and presentations will be in the newly expanded Spokane Convention Center. The trade show alone now occupies 120,000 square feet, said Jack Reber, marketing manager for the Expo.

The expansion includes small and large meeting rooms, which will house forum seminars, recertification courses and main sessions.

"It is now finally going to be literally under one roof," Reber said. "Once the attendees get off the bus or park in the parking garage and step into the convention center, they will never have to go outdoors again until

they're ready to go home."

The original Expo occupied 20,000 square feet, Reber said.

The city's Ag Week proclamation helps increase Expo attendance, he said.

"If it's successful for Expo, it's going to be successful for Spokane," Reber said. "It gives a great reason and incentives for the farmers to come into Spokane for a day or several days."

The events are increasing their presence on such social media as Facebook in an effort to reach out to the younger generation.

**Highlights of the week include:**

- The Spokane Ag Expo trade show, which will be Feb. 2-4.

- The annual Excellence in Agriculture award will be presented at 9 a.m. Tuesday, Feb. 2, before meteorologist Art Douglas speaks during the Pacific Northwest Farm Forum main session.

- A presentation by YouTube vid-

eo parody sensations the Peterson Farm Brothers will start at 9 a.m. Wednesday, Feb. 3.

- Washington State University small grains economics professor Randy Fortenbery will offer his assessment for the coming year at 9:30 a.m. Wednesday, Feb. 3.

- The Washington Cattlemen's Association will hand out beef samples starting at about 11 a.m. Wednesday, Feb. 3.

- The Peterson Farm Brothers will talk with FFA members at 9 a.m. Thursday, Feb. 4.

- A Career Fair will take place at 11 a.m. Thursday, Feb. 4.

- The Cultivating Cooperative Roots conference takes place Feb. 5-7.

- Company meetings and hospitality rooms will take place throughout the Expo.

- Exhibitors will offer presentations in special venues.

- The Agriculture in the Northwest Photography Contest pictures will be on display.

## 2016 Spokane AG Expo and Pacific Northwest Farm Forum

During Ag Week (Feb. 2-4, 2016) in Spokane

Your hosts are:

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