

ASABE 2022 Annual International Meeting



John Phipps, 2022 AIM Keynote Speaker

General Session and Keynote Speaker

Monday, July 18 8:00am – 9:30am

When Did We Become Cool?

Farmer perceptions of engineers and technology

Over his career in farming, John has noticed a remarkable change in how the education and experience of engineers are perceived by farmers. For example, there seems to be a sharp difference in appreciation between scientists and engineers. Using anecdotal data from his life between two worlds as well as some surprising attitude surveys and research, John will illustrate the evolution of our image, the positives and negatives of this almost unnoticed shift, and some suggestions as how to exploit the advantages and protect this esteem. Maintaining our professional ethics and purposes while working to bridge the growing cultural differences between ag-related knowledge workers and the people whose lives and work ag and bioengineers strive to improve is an ongoing challenge deserving our best efforts.

For nearly thirty years, John Phipps has been adding humor and insights to the culture of American agriculture. Educated as a chemical engineer, trained as a Naval Submarine Officer, and seasoned by 50 years of farming on their 2000-acre Illinois farm, he brings a mix of insider and outsider perspectives to his observations. He writes in Farm Journal and Top Producer magazines, creates weekly video commentary for US Farm Report, and speaks to ag-related audiences across the nation. This farmer/engineer/woodworker endeavors in unique ways to forge better communications links for the US food chain.