

Written Profile

Farm: Rogers Farms and Rogers Brothers' Farms

Location: Southwest Phoenix

Date of Origination: 1912

Industry Sector(s): Cotton, Wheat, Alfalfa



"We've always had to take care of the land, because without it, we could not produce a livelihood," explains Richard Rogers of Rogers Brothers' Farms. "Land is core to what we do in agriculture." This intrinsic motivation to foster a sustainable production operation has enabled the Rogers Brothers to prosper as a century farm. We are excited to share their story of **Agriculture's Lasting Heritage**.

The story of the Rogers Brothers' Farm begins with the Frank William Rogers family who started farming in the Cashion area near the Salt River in Arizona, in 1912. They moved west to get a better start for their family and applied the skills they garnered from digging water wells and building windmills for the Scarborough Cattle Company in Texas. All four of Frank William's sons (Frank, Gilbert, LeRoy, and Richard) carried on the farming and ranching tradition. Frank and Richard's families continue to farm today.



Three of the Rogers Brothers
Richard standing with hat,
Frank, and Shag seated

The farming life is not an easy life, as the Rogers well know. "We've lived through tough times and good times and just tried to hang in there in the midst of it all," explains Richard Rogers. That persistence, perseverance, and dedication to the family has contributed to the longevity of their business.

"In order to survive for generations as a family farm, we had to be sustainable," shares Richard's son Kevin, who serves as the President of the Arizona Farm Bureau. "We believe we'll be sustainable for the future. Agriculture has evolved to a very efficient and productive industry in America; what we've done as a family over the last 100 years has proven to be sustainable." Kevin recalls when crews were still picking cotton by hand. The cotton picker was not broadly used until the mid 1960s. "Mechanization has allowed us to stay competitive in a world market," says Kevin. "Irrigation advances, land leveling, and improved genetics are some of the most important advances for us," continues Kevin.

The Rogers are no strangers to change. In fact, they have helped bring it about. Richard, along with other motivated agriculture leaders, helped launch Young Farmers and Ranchers' original charter. Farm Bureau has continued to help the Rogers with issues that are critical to business in the agriculture industry.



Four Generations of the Richard and Alice Rogers Clan

When asked to reflect on his experiences, Richard Rogers sums them up poignantly. "I told them (his children) when they were big enough to work the farm, to do it for themselves, not for me. I forewarned them it was a hard life, but a worthwhile profession. It has been a good way of life even though it has not always been an easy way of life." It is because of the sacrifice and dedication of farmers and ranchers like the Rogers that we can truly celebrate **Agriculture's Lasting Heritage**.