

Written Profile

Farm: Shockley Adams/Jesse Bethea Family Farm
Location: McColl, South Carolina
Date of Origination: 1755
Industry Sector(s): Cotton



"In my family, it is an obsession," proclaims William Bethea of the Adams Bethea Family Farm. "Conservation of the land isn't just a word, or procedure, but a way of life." Driven by an intrinsic motivation to care for the land on which they work, the family has maintained their cotton farm for nearly 300 years. We are excited to share the story of the Adams Bethea Family Farm, and celebrate their contribution to **Agriculture's Lasting Heritage**.

The lineage of the family farm traces back to an indentured servant imported to work in the New world on a farm circa 1717. The following generations worked the land and fought for their country. War, financial depression, death, and pestering Boll Weevils have posed challenges to the farm over the years. Today Pigweed is at the top of the list of challenges for the family. Through these challenges the family farmers continues to learn and grow, while holding true to a high standard of excellence in conservation for their cotton production operation.

Technological advancements over time have enabled the farm to achieve long term success while conserving natural resources. A method of strip till planting is used to conserve soil and prevent erosion. Plants and seeds that repel insects reduce the need for pesticide application. Soil testing is conducted regularly, and fertilizer is applied by suppliers to reduce waste and runoff. In addition, natural buffers have been added to reduce runoff and support wildlife.

Increased technology in farm machinery may have decreased the manual labor required on the Adams Bethea Farm, yet the family's passion for the land and the industry on which we depend remains unwavering. "The small family farm is the backbone of America," shares William Bethea.

It is with great respect and admiration that we recognize the Adams Bethea farm for their long lasting contribution to **Agriculture's Lasting Heritage**.