



JONES+THOMAS

JOB NUMBER: 3166  
 CLIENT: Richland  
 JOB TITLE: Farm Progress Video  
 SPOT TITLE: The AgriFuture Is Now final  
 DATE: 8/9/07

V I D E O

SC#

A U D I O

Black and white

Fields  
 Farmers  
 Progress City construction  
 Farm Progress Show

Richland and Progress City  
 logos move on screen  
 COLOR FOOTAGE BEGINS  
 SUPER:  
 Invitation to the Future

Fields of crops  
 Corridor graphic

BOOMING ANNOUNCER'S VOICE, IN THE  
 RETRO STYLE OF 50s/60s SCHOOL  
 EDUCATIONAL FILMS:

Where you stand now was once only  
 a field...

A field that yielded crops,  
 dreams, and now...progress.

Progress that's now realized in  
 Progress City USA and the Farm  
 Progress Show.

Bringing the future of  
 agribusiness to life right here.  
 SFX: Music swells, crescendos

ANNOUNCER:

This is *your* invitation to the  
 future.

It all began with a vision for  
 growth beyond crops like corn and  
 soybeans ... for progress here in  
 the world's agribusiness corridor...

Corridor map with business locations  
Shots of businesses

Encompassing John Deere in Moline; the USDA's northern lab in Peoria; GROWMARK in Bloomington; Archer Daniels Midland Company, Tate & Lyle, and Caterpillar in Decatur; the University of Illinois in Champaign; and Purdue University in West Lafayette, Indiana.

Richland b-roll  
Exterior, various campus shots

And at the crossroads of it all, Richland Community College, a two-year institution with a long history of bridging education and business demands to serve both students and communities.

Map showing Richland in center of corridor  
Various business shots

After all, it is strategically located next to a leading biofuels producer, near a food technology leader and an energy mining leader, and at the heart of the nation's agriculture business and research center.

Richland  
Master plan graphic

Richland envisions building on its educational core to create a world-class agribusiness community, integrating education, research, and business.

Class room shot  
Research shot  
Business meeting shot

Groundbreaking shots, construction, etc.

It's a dream that began to take shape in 2004 with the groundbreaking for Progress City USA...

Farm Progress show b-roll  
Signs, attendees, booths, etc.

and which came to life in 2005 when the Farm Progress Show—the Superbowl of Agriculture—opened at Progress City with Richland as the host college.

Progress City signage  
Various event shots

A dream which thrives through Progress City's growing role as the Heartland's premier meeting center and largest outdoor convention site.

Richland shots  
Field shots  
Food shots

The vision continues with Richland as a center for agro security policy and education. Already, the Illinois Food Systems Policy Council comes together on campus, working to keep our food safe from field to fork.

Master plan/Agribusiness  
Highway graphic closeup

And at Richland's Agribusiness Highway, a global development community offers leading corporations many opportunities. Such as permanent locales to conduct animal, plant, and environmental research and provide educational opportunities in the heart of the world's agricultural center.

Research shots  
Animal/feed shots  
Crop shots

Classroom shots with  
multicultural students  
Multicultural business  
shots

More potential comes in the form of international business education, like cross-cultural training for our American agricultural businesspeople to help them succeed in the international marketplace.

Food prep/culinary shots

And with a food technology center featuring assets such as our Culinary Arts Institute, opening in 2008 and offering both professional education and training and community programming.

Truck/fleet shots

Richland also envisions agribusinesses as part of the world's energy solution. An energy process technology center could include education and research in a wide variety of areas, from biodiesel and ethanol to diesel and bioenergy.

Truck/fleet shots  
Food shots  
Feed/animal shots

Fuel,  
food,  
feed, and more—

Master plan graphic

it's a vision that encompasses  
every corner of agribusiness, from  
field to fork.

Progress City b-roll  
Farm Progress b-roll

And it's just the start of what  
Richland's envisioning.

Richland b-roll

This is *your* invitation to be part  
of the future.

Richland logo

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