

Fairground Farms and Farmyard Festivals: Showcasing California Specialty Crops

Ventura County Fair – Thursday August 2, 2012
10 W. Harbor Boulevard, Ventura CA

Morning Session

- 8:00 – 8:30 **Check-in/coffee and pastries**
- 8:30 – 8:45 **Welcome**
Diana Paluszak, CDFA & Barbara Quaid, CEO, Ventura County Fair
- 8:45 – 9:00 **Introduction to this project – goals, potential outcomes and process**
Penny Leff, UC Small Farm Program
- 9:00 – 9:15 **Ventura County Fair Agriculture Department – activities and plans**
Charlotte Crocker, Agriculture Department Superintendent
- 9:15 – 9:30 **Connecting agritourism to the fair**
Craig Underwood, Underwood Family Farms
- 9:30 – 9:45 **Specialty crop involvement – more than a display**
Jan Burk, President, San Miguel Produce
- 9:45 – 10:00 **Agri-tainment - Operating a petting zoo and cooking show at the fair**
Dianne Linderman, Great American Petting Zoo
- 10:00 - 10:15 **Break**
- 10:15 – 10:30 **Agricultural education, fair and community involvement**
Ben Faber, UCCE Ventura County
- 10:30 – 11:00 **The Centennial Farm at Orange County Fairgrounds**
Evy Young, Centennial Farm Agricultural Education Supervisor
- 11:00 – 11:15 **Connecting with the fair industry**
Pat Desmond, Blue Ribbon Foundation, Western Fairs Association
- 11:15 – 11:30 **Visit California – statewide tourism promotion opportunities**
Rebecca Almanza, Visit California
- 11:30 – 12:00 **Brainstorming Session – Discussion about challenges, opportunities & potential collaboration between fairs, agritourism operators and specialty crop growers.**
- 12:00 – 12:30 **Group Discussion: Advocate for ideas & plans & discuss next steps**
Facilitator: Penny Leff, UC Small Farm Program
- 12:30 – 1:00 **Networking lunch, catered by fair food vendor**

Afternoon Session

- 1:00-2:30 **Tour and discussion of fair facilities and activities**
Barbara Quaid, Ventura County Fair (or other fair representative)

Afternoon guided tour of fairgrounds includes parking systems, kitchens and exhibition facilities, entertainment facilities, types of vendor relations and contracting, discussion about who uses the facilities off-season, discussion about where specialty crop growers might most easily be involved with fair operations during fair time, and about the potential for collaborations and use of facilities.

This event presented by the UC Small Farm Program and CDFA Division of Fairs & Expositions

