

Fairground Farms and Farmyard Festivals:

Showcasing California Specialty Crops
Amador County Fair – Thursday July 26, 2012
18621 Sherwood, Plymouth CA

Morning Session

- 8:00 – 8:30 **Check-in/coffee and pastries**
- 8:30 – 8:45 **Welcome**
Diana Paluszak, CDFA & Troy Bowers, Amador County Fair
- 8:45 – 9:00 **Introduction to this project – goals, potential outcomes and process**
Penny Leff, UC Small Farm Program
- 9:00 – 9:30 **Working with fair people and fair facilities**
Joanne Neft, Mountain Mandarin Festival organizer and author of the Placer County Real Food cookbook and The Art of Real Food cookbook
- 9:30 – 9:45 **Rural Development – Opportunities for fair and farm collaboration**
Glenda Humiston, USDA Rural Development
- 9:45 – 10:00 **Grape growers & vintners team up for wine tasting event at the fair**
Amador County Wine Grape Growers Association representative
- 10:00 - 10:15 **Agricultural education – fair and community involvement**
Scott Oneto, UCCE Amador County
- 10:15 – 10:30 **Break**
- 10:30 – 10:45 **Classic clowns – contracted entertainment for fairs and festivals**
Philip Briggs, Jumbo Shrimp Circus
- 10:45 – 11:00 **Developing agricultural tourism in the foothills**
Susan Feist, Farms of Amador, Feist Wines
- 11:00 – 11:15 **Grower collaboration and distribution innovations**
Alice Kaiser, MotherLode Harvest, Casa de la Pradera
- 11:15 – 11:30 **Connecting with the fair industry**
Pat Desmond, Blue Ribbon Foundation, Western Fairs Association
- 11:30 – 11:45 **Visit California – statewide tourism promotion opportunities**
Nichole Farley, Visit California
- 11:45– 12:30 **Group brainstorm and discussion session – Where are we; where do we want to go? – challenges, opportunities & collaborations for fairs, agritourism operators and specialty crop growers - 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**
Troy Bowers, Amador 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 is presented by the UC Small Farm Program and CDFA Division of Fairs & Expositions

