

**Fairground Farms and Farmyard Festivals:
Showcasing California Specialty Crops
Yolo County Fair – Thursday August 16, 2012
1125 East Street, Woodland CA**

Morning Session

- 8:00 – 8:30 **Check-in/coffee and pastries**
- 8:30 – 8:45 **Welcome**
Diana Paluszak, CDFA & Rita Moore, Yolo County Fair
- 8:45 – 9:00 **Introduction to this project – goals, potential outcomes and process**
Penny Leff, UC ANR Small Farm Program
- 9:00 – 9:30 **Putting on a festival at the fairgrounds**
Dana Foss, organizer of Lambtown USA at Dixon May Fair
- 9:30 – 9:45 **Building rural-urban connections**
Libby O’Sullivan, Board Member, Yolo County Fair
- 9:45 – 10:00 **Agricultural education at the fair**
Carolyn DeBuse, UCCE Yolo County
- 10:00 – 10:15 **Rural Development – Opportunities for fair and farm collaboration**
Glenda Humiston, USDA Rural Development
- 10:15 – 10:30 **Break**
- 10:30 – 10:45 **Promoting regional specialties and agricultural education – what’s the potential?**
Jane Deamer, Yolo Wool Mill
- 10:45 – 11:00 **Connecting agritourism to the fair**
Dave Vierra, Dave’s Pumpkin Patch, West Sacramento
- 11:00 – 11:15 **Celebrating local farmers – the Yolo County Fair GALA dinner**
Monique Garcia, Capay Valley Vision
- 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 ANR 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**
Rita Moore, Yolo 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

