

Fairground Farms and Farmyard Festivals:
Showcasing California Specialty Crops
Santa Cruz County Fair – Thursday September 13, 2012
2601 E. Lake Avenue, Watsonville

Morning Session

- 8:00 – 8:30 **Check-in/coffee and pastries**
- 8:30 – 8:45 **Welcome**
Diana Paluszak, CDFA & Lynne Grossi, Santa Cruz County Fair
- 8:45 – 9:00 **Introduction to this project – goals, potential outcomes and process**
Penny Leff, UC ANR Small Farm Program
- 9:00 – 9:15 **Ag History Project – incorporating agricultural education into the fair**
John Kegebein, Agricultural History Project
- 9:15 – 9:30 **Developing value-added agriculture facilities at fairgrounds**
John Steffanic, CEO, Plumas Sierra County Fair
- 9:30 – 9:45 **Connecting consumers to locally grown food**
Thomas Broz, Live Earth Farm, Watsonville
- 9:45 – 10:00 **Farmers' Markets and the fair – How can we work together?**
Nancy Gammons, Watsonville Certified Farmers' Market
- 10:00 – 10:15 **Break**
- 10:15 – 10:30 **Agritourism & fairs - collaboration and cross-promotion potential**
Bonnie Swank, Swank Farms (tentative)
- 10:30 – 10:45 **Farmers & fairs – a well-rounded perspective**
Jim Shasky, Shasky Farms, Merced County Certified Farmers' Markets, former fair CEO
- 10:45 – 11:00 **Strawberries! – How the berry theme benefits berry growers**
Arturo Diaz, Rancho Alitos, Driscoll's Berries
- 11:00 – 11:15 **Strengthening & promoting regional agriculture – projects and possibilities**
Jess Brown, Santa Cruz County Farm Bureau
- 11:15 – 11:30 **Visit California – connecting with statewide tourism promotion opportunities**
Amy Blaschka, Visit California
- 11:30– 12:15 **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**
- 12:15 – 1:00 **Networking lunch, catered by fair food vendor**

Afternoon Session

- 1:00-2:30 **Tour and discussion of fair facilities and activities**
Lynne Grossi, Santa Cruz County Fair

Afternoon guided tour of fairgrounds includes 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 ANR Small Farm Program and CDFA Division of Fairs & Expositions



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE