



### *It all started with an idea*

With budget cuts, tough economic times, the need for more local products and growing popularity in eating local, an idea was put forth to bring the local agriculture back to the county fair as all county fairs had originated.

Not only was it the committee's mission to have a 'marketplace' to sell our local commodities and goods, but to also educate the public on our various industries and the needs of agriculture, but also provide a level of entertainment and dining experience at the fair.

The cafeteria building has essentially been transformed into the Tehama Trail Marketplace. The store is in the middle of the building, with each corner highlighting a commodity, showcasing fair entries or hosting the wine tasting. Throughout the building, local agriculture is promoted and educational materials are available to attendees.

### **Committee Members:**

The committee originated with members from the Tehama District Fair board, Tehama County Farm Bureau, and local producers from several commodity industries in the county. There was some crossover in committee members who also serve on the Tehama Trail (Passport Weekend and Map) committee.

### **Subcommittees:**

Decorations, Marketing, Store, Wine Tasting, Volunteers, Education, Meals, Schedule of Events.

### **Marketplace Activities:**

Each day of the fair, the 'marketplace store' is open during fair hours. Special events/activities are listed in both the fair schedule and on advertising throughout the grounds. One night will have a hosted dinner, another night will have the VIP dinner, while wine tasting, olive oil tasting, cooking demonstrations and crafting projects will be scheduled throughout the duration of the fair.

Each year a new commodity is highlighted, while the previous years are still on show. The event is continually building and expanding each year. We are always looking forward to the next Tehama District Fair!

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