

SPECIALTY CROP BLOCK GRANT PROGRAM – PROJECT 65

# CALIFORNIA FAIRS: A PORTAL FOR GROWING AGRITOURISM AND CELEBRATING CALIFORNIA GROWN FOOD

FAIRGROUND FARMS & FARMYARD FESTIVALS; SHOWCASING  
CALIFORNIA SPECIALTY CROPS



# FAIRGROUND FARMS & FARMYARD FESTIVALS; SHOWCASING CALIFORNIA SPECIALTY CROPS

## ✘ Purpose:

Bring together fairs, specialty crop growers, agritourism operators, and community leaders to explore collaborations to promote each other and educate the public

## ✘ Seven Workshops held in the seven CFA areas, during the fair event.

## ✘ The workshops:

- + Showcased the fair as a marketing tool for growers and agritourism operations
- + Highlighted fairs' expertise in event management.
- + Encouraged discussion of challenges and opportunities for collaboration

## ✘ Shasta Distirct Fair

## ✘ Amador County

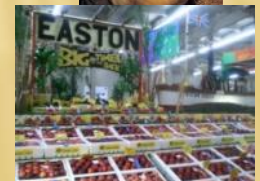
## ✘ Ventura County

## ✘ Napa Town & County

## ✘ Yolo County Fair

## ✘ Santa Cruz

## ✘ Big Fresno Fair





# INNOVATIVE PROJECTS SHOWCASED

- ✘ **Tehama County Fair “MarketPlace”** for local growers
- ✘ Seasonal farm labor housing at **Tulelake and Lassen County Fairs**
- ✘ Centennial Farm education project at the **Orange County Fair**
- ✘ Specialty Crop Growers, agritourism operators create “feature displays” to promote their brands and tell their stories at the **Ventura County Fair**
- ✘ **Marin County Fair** – Always Fresh, Fun and Local; Building partnerships with an agricultural theme & Healthy Food Options at all food concessions



# INNOVATIVE PROJECTS SHOWCASED



- ✘ Community kitchens at **Redwood Acres Fair**
- ✘ “Day at the Farm” educational events
  - **County Farm Bureaus** take a lead at many fair facilities
- ✘ Opening night “Gala” featuring local growers at **Yolo County Fair**
- ✘ Agricultural History Project at the **Santa Cruz County Fair**
- ✘ “Let’s Pretend Fun Time Tour” and “Sudsy’s Barn” at **Fresno County Fair**





## **THE TEHAMA COUNTY FAIR “MARKETPLACE”**

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, show-casing fair entries or hosting the wine tasting. Throughout the building, local agriculture is promoted and educational materials are available to attendees.

**Contact: Kari Dodd, Tehama Co. Farm Bureau 530-527-7882**

# CENTENNIAL FARM PROGRAM HIGHLIGHTS



*Over 50,000 school children participate in Centennial Farm's Jr. Farmer Tours and Discovery Days. (Offered October – June)*







## The Nishimori Family -- A Heritage of Farming

from **Diana Lundin** [PLUS](#) 6 months ago / via **Final Cut Pro**

The Nishimori family has been farming in Southern California since the turn of the last century after immigrating from Japan. Roy Nishimori, the third generation to farm in California, talks about his family's legacy and how his company, San Miguel Produce, is facing the future in agriculture.

The future in agriculture:  
Nishimori, the third generation to farm in California, talks about his family's legacy and how his company, San Miguel Produce, is facing  
The Nishimori family has been farming in Southern California since the turn of the last century after immigrating from Japan. Roy

## TELLING THE FARM FAMILY STORY

Jan Burk, of San Miguel Produce, shows this video of her farm family's history and current farming practices at the farm's feature booth at the Ventura County Fair.

# MARIN'S AGRARIAN ROOTS

THE PHOTOGRAPHY OF M. B. BOISSEVAIN





# *Gala Celebration Opening Night at the Yolo County Fair*



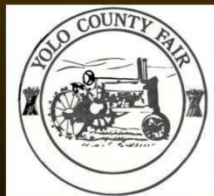
Celebrate Yolo County's Bounty of wonderful agricultural products and produce. Enjoy the flavorful tastings, local music and educational booths. And you'll have the first peek at the award winning produce, grains, wine and olive oil exhibits!

**Wednesday, August 15th, 2012**

**Yolo County Fairgrounds**

1250 E. Gum Ave, Ag Building

6:00pm-8:00pm



PHOTOGRAPHY PROVIDED BY PHOTOGRAPHY BY SYLVIA

[www.photographybysylvia.net](http://www.photographybysylvia.net)

Gala tickets are on sale at the Yolo County Fair office—\$10 in advance or \$15 at the door. Tickets are limited, so get your tickets TODAY! Please call the fair office at (530)402-2222 for more information.

Buyers from the food industry are invited to a special tasting, prior to the public opening of the Gala, to meet the growers/producers and to sample the local harvest.

# SOME CHALLENGES

- ✗ Fair funding & regulations
- ✗ Hard for “outsiders” to be involved in fairs
- ✗ Time commitment & cost to farmers – What’s the VALUE?
- ✗ “That’s the way we ALWAYS did it”
- ✗ Environmental Health rules for preparing, serving food





# MORE CHALLENGES

- ✖ Making agricultural education fun, interactive and “up front”
- ✖ Access issues, hours, security for community use of fair facilities
- ✖ Fair customers want fried food
- ✖ Fair not convenient for produce shopping
- ✖ Fair – goers just want to have fun!



# EXPLORING POTENTIAL COLLABORATIONS



- ✘ An “Animal Processing Facility” for local ranchers at the Calaveras County Fairgrounds
- ✘ An Incubator Kitchen project at the Ventura County Fair
- ✘ An “Agro-Product Development Facility” at the Plumas Sierra County Fair



# MORE IDEAS RAISED AT THE WORKSHOPS

## ✕ Year Round Agricultural Education on Fairgrounds



- + Pizza Farm
- + Salsa Gardens – with greenhouse & production
- + Demonstration farms and gardens
- + Year-round animal facility for 4H children

# MORE IDEAS RAISED AT THE WORKSHOPS

## Collaborative Agricultural Education at Fair Events

- ✗ “meet the grower – meet the chef”
- ✗ Mobile agricultural education display  
– involve farmers in design
- ✗ Tourism workshops, education for farmers and agritourism operators
- ✗ Ask for contributions from big growers to help fund fairs





# MORE IDEAS RAISED AT THE WORKSHOPS

## Collaborative Agricultural Education at Fair Events

- ✗ Lay out the fair/agricultural exhibits to better showcase farmers
  - + Have more agriculture by the Front Gate
  - + Have 4H kids walk livestock by front gate
- ✗ To interest youth, show off modern agricultural technology and farming techniques
- ✗ Get high tech corporations more involved with agricultural education
- ✗ Tie food booths and cooking demos to agricultural displays



# MORE IDEAS RAISED AT THE WORKSHOPS



## Promoting and selling local specialty crops at Fair Events

- ✕ Farmers' Markets
- ✕ Collaboration among local small-scale growers for feature booth or commercial booth
- ✕ Local Food Marketplace
- ✕ Develop “county fair” brand and label
  - + Producers pay a percentage to the fair management for use of this brand; fair promotes products



# MORE IDEAS RAISED AT THE WORKSHOPS

## Promoting and selling local specialty crops at Fair Events

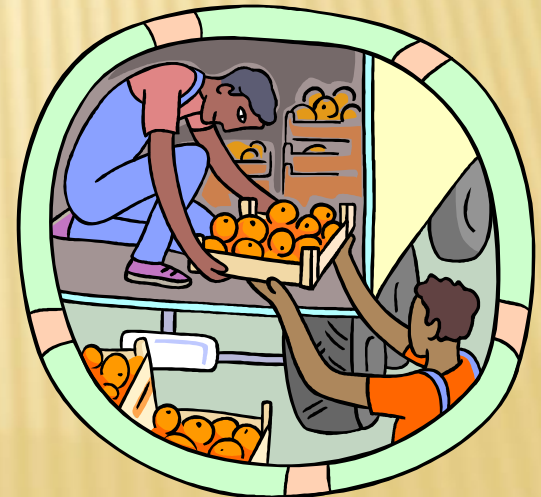
- ✗ Fair vendors buy more from local farmers
- ✗ Stage hosted by local chefs using local produce; create a cookbook
- ✗ A local wine pavilion
- ✗ Bake pies and cakes & other goods at the home arts building and sell slices



# MORE IDEAS RAISED AT THE WORKSHOPS

## Agricultural & Community use of fairgrounds all year round

- ✗ Farmers use fair kitchens for small-scale commercial production
- ✗ Contract kitchens as commissaries for food trucks
- ✗ Fair facilities as aggregation & distribution hub for local growers
- ✗ Year-round restaurants at fair grounds
- ✗ Year-round farmers' markets at fair grounds





# MORE IDEAS RAISED AT THE WORKSHOPS



## Agricultural & Community use of fairgrounds all year round

- ✕ Wine-making facility, fiber mill, or other such production facility
- ✕ Community gardens
- ✕ Hold an agritourism expo
- ✕ Events on every holiday
  - + Pumpkin festival in October
  - + Apples
  - + Spring: strawberries and eggs at Easter

# OK... NICE IDEAS... WHAT'S NEXT?



If your fair is interested in developing any of these or other collaborative projects with your agricultural community this winter or spring, we can help.

Facilitation and technical assistance is available

## Contacts:

Diana Paluszak, CDFA F&E: [dpaluszak@cdfa.ca.gov](mailto:dpaluszak@cdfa.ca.gov), 916-900-5027

Penny Leff, UC Small Farm Program, [paleff@ucdavis.edu](mailto:paleff@ucdavis.edu), 530-752-7779



OK...  
NICE IDEAS...  
**WHAT'S NEXT?**



**Also...**

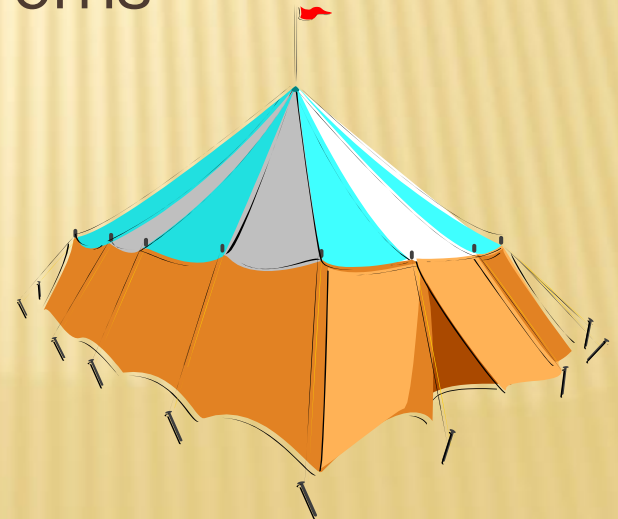
**In 2013 - 2014:**

- ❖ Mobile Agricultural Education Exhibits
- ❖ CDFA website portal for small farms, local food, agritourism

# Mobile Agricultural Education Exhibits

## ✖ At four urban fairs

- + Contra Costa County Fair in Antioch
- + San Joaquin County Fair in Stockton
- + Santa Barbara County Fair in Santa Barbara
- + Southern California Fair in Perris





# Mobile Agricultural Education Exhibits

- ✗ 20 x 40 ft. canopy by front gate
- ✗ Local farmer planning team & participation
- ✗ Promotion of local farms; meet a farmer:
  - + Local farmers' markets, farm stands, CSA programs
  - + Local agritourism operations, U-Pick farms
  - + Local wineries
- ✗ Interactive exhibits, activities for children, crop education
- ✗ Introduce CDFA website portal with big screen



# CDFA WEBSITE PORTAL FOR FAIRS, SMALL FARMS, LOCAL FOOD, AGRITOURISM



- ✗ Tab on CDFA home page
- ✗ Tab goes to:
  - + Blog (Blog Writers needed!)
  - + Links to:
    - ✗ UC's California Agritourism Directory
    - ✗ California Fairs and Expositions
    - ✗ California Certified Farmers' Markets
    - ✗ California Community Supported Agriculture Programs
    - ✗ California Pick-Your-Own Farms
    - ✗ California Farm Trails
- ✗ To be live soon!



# THANK YOU!

Please stay in touch

## Contacts:

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