

**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 (invited)*
- 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**

