

# Fairground Farms and Farmyard Festivals: Showcasing California Specialty Crops

Napa Town & Country Fair – Thursday August 9, 2012  
575 Third Street, Napa, CA

## Morning Session

- 8:00 – 8:30 **Check-in/coffee and pastries**
- 8:30 – 8:45 **Welcome**  
*Diana Paluszak, CDFA - Joe Anderson, CEO, Napa Town & Country Fair*
- 8:45 – 9:00 **Introduction to this project – goals, potential outcomes and process**  
*Penny Leff, UC Small Farm Program*
- 9:00 – 9:30 **Always Fresh, Fun and Local – Building partnerships with an agricultural theme**  
*Charlie Barboni, Marin County Fair/David Lewis, UC Cooperative Extension, Leah Smith, Agricultural Institute of Marin*
- 9:30 – 9:45 **Healthy Choices for fair food concessions**  
*Chef Rachele Boucher, Teri Rockas, Healthy Choice Showcase, Marin County Fair*
- 9:45 – 10:00 **Developing a community kitchen at the fair**  
*Cindy Bedingfield, CEO, Redwood Acres Fair*
- 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 **Agricultural education – “Day at the Farm”**  
*Michelle Risso, Napa County Farm Bureau*
- 10:45 – 11:00 **Farmers’ Markets, farmers and agritourism - potential collaborations?**  
*Lia Bettinelli, Napa Farmers’ Market Manager*
- 11:00 – 11:15 **Connecting with the fair industry**  
*Pat Desmond, Blue Ribbon Foundation, Western Fairs Association*
- 11:15 – 11:30 **Visit California – 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 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**  
*Joe Anderson, Napa Town & Country 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**

