



DISCOVER CALIFORNIA FARMS AT CALIFORNIA FAIRS!

A Guide to Specialty Crop Promotion and Education at California District and County Fairs

Created by the University of
California Small Farm Program
and the California Department
of Food and Agriculture
Division of Fairs and
Expositions
August, 2014

Discover California Farms... ..At California Fairs

Table of Contents

Introduction _____	Page 2
Why? _____	Page 2
Who? _____	Page 3
Some examples _____	Page 3
When? Getting started early _____	Page 4
Learn who’s already at the fair _____	Page 4
Select a coordinator _____	Page 5
How? Project costs _____	Page 5
Sample budget _____	Page 6
Find sponsors _____	Page 6
Where? Location, location, location _____	Page 7
What? Gathering the team & planning the event _____	Page 8
Building the planning team _____	Page 8
Planning the exhibit _____	Page 9
Making it fun _____	Page 9
Permits, licenses & safe food handling _____	Page 11
Recruiting and scheduling _____	Page 12
Planning the exhibit layout _____	Page 13
Making it educational _____	Page 14
Sample posters & handouts _____	Page 15
Promoting the exhibit _____	Page 17
Measuring results _____	Page 17
Appendix I – Sample letter to potential sponsors _____	Page 19
Appendix II – Sample invitation to join planning team _____	Page 20
Appendix III – Sample invitation to participate _____	Page 21
Appendix IV – Hand-washing and utensil washing set-up _____	Page 22

Discover California Farms ...

... at California Fairs!

A guide for specialty crop promotion and education at California District and County Fairs

Introduction

This guide is funded by a California Department of Food and Agriculture (CDFA) Specialty Crop Block Grant, as part of the “Mobile Agriculture Education Exhibit” Project. In 2013 and 2014, CDFA’s Division of Fairs and Expositions collaborated with the University of California Small Farm Program to organize 20’ by 40’ interactive, fun and educational exhibits at four different California District Fairs to teach about local farms, crops and farmers’ markets and promote fresh fruits, vegetables, nuts, herbs, flowers and honey to fair-goers. This guide is based on the experience of the many farmers, educators, fair officials and community groups participating in that project. We hope you will find it useful.

Why?



Specialty crops – fruits, vegetables, nuts, herbs, flowers, honey, and the products created from them – **are a big deal in California!** California farmers feed their local communities, provide about half of the fruits and vegetables eaten in the United States, and export their crops and products around the world. Fairs attract thousands of visitors from urban, suburban and even rural communities who have never met a farmer or visited a farm and often do not know what is growing in fields and orchards surrounding their communities. California fairs offer opportunities for the agricultural community to connect with these visitors.

Specialty crop promotion and education at fairs can:

- **Promote local crops and growers** to increase sales of local produce to local people – provide tastes, maps, stories, coupons and promotions from farmers’ markets, farm stands and stores
- **Sell local crops** – provide direct marketing opportunities to producers within the fair exhibit
- **Educate about agriculture** – provide informative, interactive displays and demonstrations
- **Promote healthy foods** – provide nutrition education to encourage more fresh fruit and vegetable consumption
- **Offer fun and games** that increase the fair’s appeal – with enjoyable interactive activities
- **Build community support for the fair** – by involving multiple local community organizations, farmers and educators in the exhibit

Who?

Each fair organization and community is different. Agricultural education and promotion can be organized in many different ways, by many different groups. Here are some examples:

- Fair management takes the lead, organizes, and provides space and staff for the project
 - Example: [The Farm at the State Fair](#)
 - Example: [Yolo County Fair Opening Night Gala](#)
 - Example: [Agri-Tourism Exhibit at the San Mateo County Fair](#)



- Agricultural organizations create or help create an exhibit; the fair provides the space and/or support
 - A “Feature Exhibit” is a low-cost way for an agricultural organization to participate and promote themselves at the fair. Many (but not all) fair managements will provide free exhibit space to local organizations.
 - Example: “[Happy Valley Farm Trails](#)” exhibit at the Shasta District Fair



- Example: “[Tehama Trail Marketplace](#)” at the Tehama County Fair
- Example: [Mother Lode Harvest](#)’s Local Agriculture exhibit at the Amador County Fair
- Fair management provides support to exhibit superintendents and community organizations who create a special exhibit together
 - Example: [Marin County Fair in 2012](#)

- Agricultural community organizes partnership, creates the exhibit, locates funders, sponsors or self-funding, and pays commercial rates for exhibit space.
 - Example: “Mobile Agricultural Education Exhibit” project, 2013-2014 – featured in this guide as an example of collaborative specialty crop promotion and education

When? Getting started early



First, learn what’s already going on at your fair. If possible, visit the fair the year before you intend to set up an exhibit to see what agricultural education is already part of the program. If you manage the fair and are thinking of expanding specialty crop education and activities, walk around your fair and look for possible collaborators. Many district and county fairs already include agricultural education and specialty crop promotion activities that might be combined to maximize synergy and spark. Here are some examples of groups who may already be involved and may be interested in working together:

- The County Farm Bureau
- UC Cooperative Extension
 - Master Gardeners
 - 4H kids involved in specialty crop projects
 - Nutrition education activities
 - Information about invasive pests, water conservation, etc.
- The County Department of Agriculture
- Local farm trail groups, food hubs, or agritourism associations
- Farmers’ market managers and associations (ask the Ag Commissioner)
- Farmers operating farm stands, pumpkin patches, agritourism operations, CSAs (check www.calagtour.org and www.localharvest.org and your local visitors’ bureau)
- Beekeepers associations with demonstration hives and honey sales
- Local producers of olive oils, jams, jellies, juices, pickles etc.
- Vintners, winery groups, wine-grape growers and their associations
- Specialty crop commodity trade and marketing associations (walnuts, avocados, almonds, pears, raisins, etc.)
- Community garden groups
- School garden groups, school food service, or Farm-to-School organizations
- Farm-to-fork or Slow Food organizations, local food advocates
- Health care agencies and organizations with a nutrition focus
- Fair-organized garden and/or farm exhibits
- Fair entertainers with a farming or gardening themed act
- Fair management

Second, talk with those already participating in the fair to learn their goals, what works well for them, and what they imagine might be better with combined forces. This may be the start of something bigger and better for all, if the goals and visions are aligned, and the groups are interested in working together.

Third, talk with fair management about what support might be available - exhibit space, staff planning assistance, tables, chairs, signs and banners, promotions, partnerships with fair-sponsored activities?

Fourth, select a coordinator early – at least 6 months before the fair event! Coordinating a major exhibit at a fair takes time and the concentrated attention of one person to put the pieces and people together. This person will need to dedicate at least several hours a week for several months to the project. The project coordinator will be responsible for:

- Organizing a planning team
- Maintaining communication and collaboration with fair management
- Contacting and involving other potential participants
- Figuring out the budget, potential sponsorships, and who is paying for what
- Helping the group decide on the themes, goals and activities
- Gathering the elements of the exhibit
- Creating posters, handouts, forms and schedules
- Arranging for all necessary permits and certifications
- Laying out the exhibit floor plan
- Scheduling participation by vendors, exhibitors, entertainers, volunteers and organizations
- Organizing set-up and break-down of the exhibit
- Keeping everything running smoothly

How? Project costs, Prepare budget, Find sponsors



No matter who is paying for your exhibit, determining the budget is an important part of planning. If your fair management is not able to donate everything needed to put on your exhibit, you will need to know the costs for the exhibit and find participants or sponsors to pay those costs.

Cost Projection: First, contact your fairgrounds and get the cost of exhibit space, insurance requirements and any health department policies that will affect your exhibit. Most fairs have a Vendor Representative who can get you cost

information and connect you with special event insurers, and some even handle Health Department permitting on your behalf. Get all the information you can on what it is going to take just to BE at your fair. Then get costs on the equipment and supplies – will you rent tables, chairs and linens? A big tent? Print up banners? Put an ad in the local paper? Create a list of itemized costs, everything you can think of – if it turns out you spend less, so much the better.

Sample budget – The average expenses by the “Mobile Agriculture Education Project” to put on the 20’ x 40’ “Discover California Farms” exhibit at each of four California District Fairs were:

Tent and/or space rental	\$ 2,900
Electrical/Tables/Chairs	\$ 280
Insurance	\$ 101
Security	\$ 192
Linen	\$ 314
Permit Fees	\$ 67
Admission for participants and volunteers	\$ 77
Parking for participants and volunteers	\$ 108
42” LCD monitor	\$ 719
Delivery/Setup/Breakdown	\$ 56
Signage – Mounting and Hanging	\$ 279
Signage – Development and Printing	\$ 682
Printing Handouts	\$ 600
Educational Supplies – Seed Packets	\$ 107
Educational Supplies – Stickers	\$ 72
Educational Supplies – Activity books	\$ 21
Educational Supplies – Scavenger Hunt	\$ 71
Total	\$ 6,645

Sponsors



Sponsors first? Why? Because if you can get an interested corporation or group to pay for the booth space, the tent and/or the permits, you can approach your desired participants with an even more compelling offer – FREE promotion. Once again, potential sponsors should have a vested interest in the goals of the project. Is there a group promoting organic foods? A Farm-To-Fork organization? Health care organizations – insurers, providers, non-profits, etc. - are interested in promoting healthier eating, especially

with the recent political focus on childhood obesity and better nutrition for low-income families. Grocery store chains sell all kinds of things from everywhere, but love to be seen with farmers. Banks who loan money to agriculture are also good targets. Your local Public Health office may have funds flagged for community-focused events like this, as may the local Farm Bureau.

Contacting potential sponsors

Create a letter describing your project and its goals for distribution. It doesn’t have to be anything fancy, but a catchy name for your exhibit (like “Discover California Farms!”

for example) and a logo are helpful to establish legitimacy for your efforts. Make sure your letter is very clear on the benefits of the exhibit to those who might help you. Offer to name them in all of your press releases, put their company logos on all the information you will be distributing, etc. A sample sponsor solicitation letter is included in the appendix to this guide

Following up with sponsors

A week after your letters go out, follow up with the potential sponsors by phone or email. The phone script is short and simple as these are busy people and you don't want to annoy them:

“Hi, Bob, this is Sally Smith – I sent you a letter about our fair exhibit promoting local farmers. Have you had a chance to look it over? Any donation at all will be such a big help.”

Be prepared with information about exactly what you want to do, precise costs or things they can pay for, and specific benefits to them in case they ask. If they say no, still thank them sincerely for their time – at least they bothered to read the letter and take your call, which nowadays is far better than usual. And on that note, do not be offended if you hear nothing and the potential sponsor dodges your calls – all that means is the answer is no and he/she doesn't want to tell you. Fine – you already know. Never, ever, burn bridges. Sponsors have been known to want in at the last minute or next year and the bottom line is, they are ALWAYS welcome.

Where? Location, location, location!

Your exhibit's location in relationship to other exhibits and attractions at your fair will influence how many visitors see your exhibit, and, more importantly, how many visitors stop and pay attention to your exhibit. The location of your exhibit should be one of your first considerations.

Mobile Agricultural Education Exhibit project experience

For three of the four “Discover California Farms” exhibits organized by the “Mobile Agricultural Education Exhibit” project, we set up stand-alone 20' by 40' tent pavilions, each of them close to the front gate of the fairs, in order to be most visible to fair attendees when they first entered the fair on their way to the carnival and other attractions. We set up the fourth “Discover California Farms” exhibit in a prime location in the Commercial building of the fair, surrounded by a variety of commercial and non-profit vendors.

From within the three stand-alone tent pavilions, we watched crowds of fair-goers enter the fair gates, look at the big “Discover California Farms” banner, and walk past the exhibit on their way to other attractions without engaging in the



tasting, games and other activities we offered. At the fourth exhibit inside the commercial building, although not all fair-goers entered the building, those who did come in were easier to engage. They were ready to take a turn pedaling the smoothie bike, to look at the demonstration bee-hive, plant a seed, taste an orange, and learn about local farmers' markets.

Conclusion: Close to the front gate in a stand-alone tent may not be the best location for a farm exhibit.

Comments from "Discover California Farms" agricultural community partners/participants

- It seemed that being in the front at the entrance for an educational exhibit was not an advantage. People arrive and usually have a destination: food, rides or ? unless there is a very compelling reason to come in.
- The ag experience/information should all be in the same area - we could have all fit in the wine tasting building! and it would have been a nice compliment to look at ag info while sipping wine. We could do scheduled olive oil tasting and fresh produce tasting that would be on the Fair Program so folks would know to come.
- Being in front of the (commercial building) entrance was very helpful. It allowed us to be more visible and to capture visitors.
- Target audience needs to be clearer – did we want to engage “only at the fair for the carnival” people to educate about fresh food and nutrition, or did we want to further educate the already interested? Two completely different goals. If we want “carnival” people, being outside with the vendors is perfect. If we want to reach people who want to learn, we should be inside the exhibits hall.
- Focus on FOOD instead of “agriculture”. People think of ag as cows and dirt and they don't engage, but everybody is watching the Food Channel and Food Network. Come at agriculture from the Foodie perspective: chefs, demos, preparation, etc. using Specialty Crops. Food is cool – go with Cuisine, not Cultivation.



What? Gathering the team & organizing the event

Building the planning team

About six months before the fair event that you intend to participate in, call your first meeting of those you would like on your planning team, including those who may want to participate but not be part of the planning team.

The invitation: An easy way to invite them is to create a simple flyer explaining your project and why the people you want to involve should join you, and email it or hand it out in person. You may also want to make a few follow-up phone calls to the ones you really want

involved. The people you probably want to invite are the same people and organizations that you looked for in your scouting of last year's fair, whether or not they are already participating in the fair. **(See list of potential participants on page 4)**
A sample invitation letter is included in the appendix to this guide.

The first meeting: Schedule 2 hours, at a time you think most will be able to come. Bring flip-chart, easel and marker pens for brainstorming.

Sample agenda:

- Introductions of everyone in the room
- Coordinator explains general idea, any project history, and explains funding plan, i.e., fair management, sponsors, grants or fees
- Coordinator helps group agree on major themes and goals:
 - Is basic agricultural education and nutrition education a goal?
 - Is on-site sales of produce and specialty foods a goal?
 - Is promotion of local direct marketing & agritourism a goal?
- Coordinator helps group decide on preferred location (see discussion above) and exhibit size, if not already decided
- Brainstorm possible exhibit elements and activities
- Brainstorm who else should be invited to be involved
- Get everyone to sign in with contact info
- Sign up all those willing to commit to being part of ongoing planning committee
- Set next meeting date for about a month out.



Maintaining communication with the team – The coordinator keeps everyone in touch

- Send brainstorm notes, decisions and contact lists to everyone who attended
- Contact those suggested; invite them to participate in next meeting or have conversation about how they might be involved
- Send regular email updates to all contacts
- Set up a Facebook page or use other social media to build project momentum

Planning the exhibit

Making it fun

The fair environment demands fun! Something or somebody, preferably interesting, lively and light-hearted, needs to get fair attendees to stop at your exhibit. Then other displays and activities help them stay long enough to learn something, buy something and remember their experience. A good exhibit will have a draw and also multiple things to do, things to taste, things to learn, and things to take home. Here are some of the most popular elements of the “Discover California Farms” exhibits:

- The Smoothie Bike – loaned by Molena Health Care, this stationary bike has a blender mounted on the front. We prepped melons and cucumbers in a fair kitchen for one flavor, used bananas, frozen strawberries and apple juice for the other flavor, and blended smoothies on site, letting children take turns to pedal the bike. It was pretty easy to draw a crowd of willing pedalers and their parents. Each blender-full served about 20 tastes in little Dixie cups. We did a couple of runs every half hour. We put the bike front & center.
- Observation bee-hives – bee-keepers with demonstration hives where people can see the bees are always a big draw, and can generate respectable honey and candle sales if the product mix is right for the crowd. Bee-keeper associations may be able to arrange for members to take turns for the duration of the exhibit.
- Photo opportunities – Bright painted wooden fruits and vegetable boards with cut-outs for children and adults to put their faces through – loaned by the California Farmers’ Market Association.
- Master Gardeners with information – Knowledgeable people ready to answer home gardening questions and provide useful handouts
- Seed-planting activity – A farmer donated lots of small pots and cilantro seeds. We bought potting mix and printed small handouts with care directions in English & Spanish, and provided bags for the kids to carry their potted seeds away in. The activity only took 5 minutes or less. Attention is short at fairs.
- Spin-wheel with fruit and vegetable questions and small prizes for everyone – children would line up to spin the wheel. For each of the “Discover California Farms” exhibits, we borrowed spin-wheels from the local UC Cooperative Extension Nutrition advisors or other nutrition educators.
- A farmers’ market with farmers offering tastes and selling fruit and processed products.
- A video showing farmers’ stories in a loop, showing crops growing, harvesting and processing of crops (although usually it was too noisy for anyone to hear)
- Free stuff – recipe books, farmers’ market maps, coupons for pumpkin patches



- Cooking and food preparation demonstrations are always popular, although we did not do any at the “Discover California Farms” exhibits.
- People in costumes – Be a giant strawberry for a day and you’ll make lots of little friends.

Permits, licenses and safe food handling

Each county and each fair has rules about food preparation, sampling and sales. It is best to learn early about the requirements, fees and permits needed in order to do what your group intends with your exhibit.

Sales of fresh produce (uncut) and processed food products – First you will need to check with your fair management to make sure that food sales (or any product sales) are allowed in the fair location that your exhibit will be. Some fairs do not allow any sales in some exhibit halls, so this will have to be understood early in your planning process. You may need access to a health-department certified kitchen at the fair for food preparation and storage, so you will want to check early with your fair staff about potential kitchen use.



Environmental Health Permit – The fair vendor coordinator will usually help you get in touch with the county Environmental Health Department to learn about required permits for food sales, sampling, demonstrations and preparation. There is usually a fee for this permit, as well as rules for safe food storage and handling. Some county Environmental Health Departments may ask for an individual fee from each individual farmer, bee-keeper or processed food purveyor who is participating in your exhibit. They may also prohibit the offering of fresh cut produce samples or other food samples.



California Certified Farmers’ Market - In California, you may be able to set up a simpler way for farmers and producers to participate in your exhibit by registering a part of your exhibit as a “Certified Farmers’ Market.” California certified farmers’ markets are licensed by each county’s Agricultural Commissioner.

A certified farmers’ market may be operated in California by either an individual farmer, a non-profit organization, or a government agency. Setting up a certified farmers’ market may mean that the county environmental health department will be willing to issue one health

permit to the farmers' market that will then cover all the farmers who participate in your exhibit. These farmers must each be "certified producers", currently certified to sell in California certified farmers' markets, and have a current "producers' certificate"

The process of setting up a certified farmers' market is relatively simple. Each market must have rules, and each farmers' market vendor must receive a copy of these rules. Sample market rules can be obtained from your county Agricultural Commissioner. The rules should be modified to apply to your new farmers' market, but certain state direct marketing regulations must be enforced. A farmers' market management organization participating in your exhibit may be willing to assume management of your new farmers' market. There is generally a fee due to county department of agriculture for the farmers' market permit, but this may be waived at the Commissioner's discretion.



Setting up a certified farmers' market may allow your farmer/vendor/participants to sell and sample produce, jams, honey, olive oil and other products on site using a simple washing station that you can set up on-site in your exhibit. Your county environmental health department will confirm the specific rules for your county.

A California Certified Farmers' Market hand-washing and utensil-washing set-up diagram is included as an appendix to this guide.

Recruiting and scheduling participants, volunteers and activities

Most farmers, farmers' market organizations, specialty food producers, local food advocates and educators will not have the time to participate for the full run of the fair exhibit, but may be happy to have a part in the project. Very likely, some of the activities in your exhibit can be kept going by the core team and volunteers, and other activities or participants will be scheduled for different times or days during your fair run. The coordinator and the planning team can issue a general invitation to the agricultural community to participate in many ways, for instance:

- Sign up to sample and sell fresh produce or processed foods for scheduled time periods or days (be sure to check & confirm regulations for this)
- Sign up to do a tasting or demonstration for several hours when this will be the featured activity at the exhibit
- Sign up to do a featured participatory activity for a set time or day
- Donate materials, exhibit elements, supplies or fresh produce for sampling, sales or other activities
- Create and deliver educational or promotional posters, brochures, handouts, videos or other materials – setting up a display, staffed or not
- Staff an information table in the exhibit about their farmers' market organization, farm trail group, growers' cooperative, CSA or such
- Volunteer to help staff the exhibit during specified times

Once the planning team has decided on the general themes and goals for the exhibit, the coordinator and planning team can create and send out a broad request for participation from those who best would support these themes. The invitation should explain the project and could also include a survey – asking potential participants these questions:

- What do they want to do, sell, demonstrate, educate about or promote?
- What days or times are they available to participate, and what day/time is preferred?
- Contact information

A sample invitation to participate is included in the appendix to this guide.



Scheduling – Using response from the appeal for participants and other outreach, the coordinator will need to keep two schedules, and try to fill all the times on these two schedules.

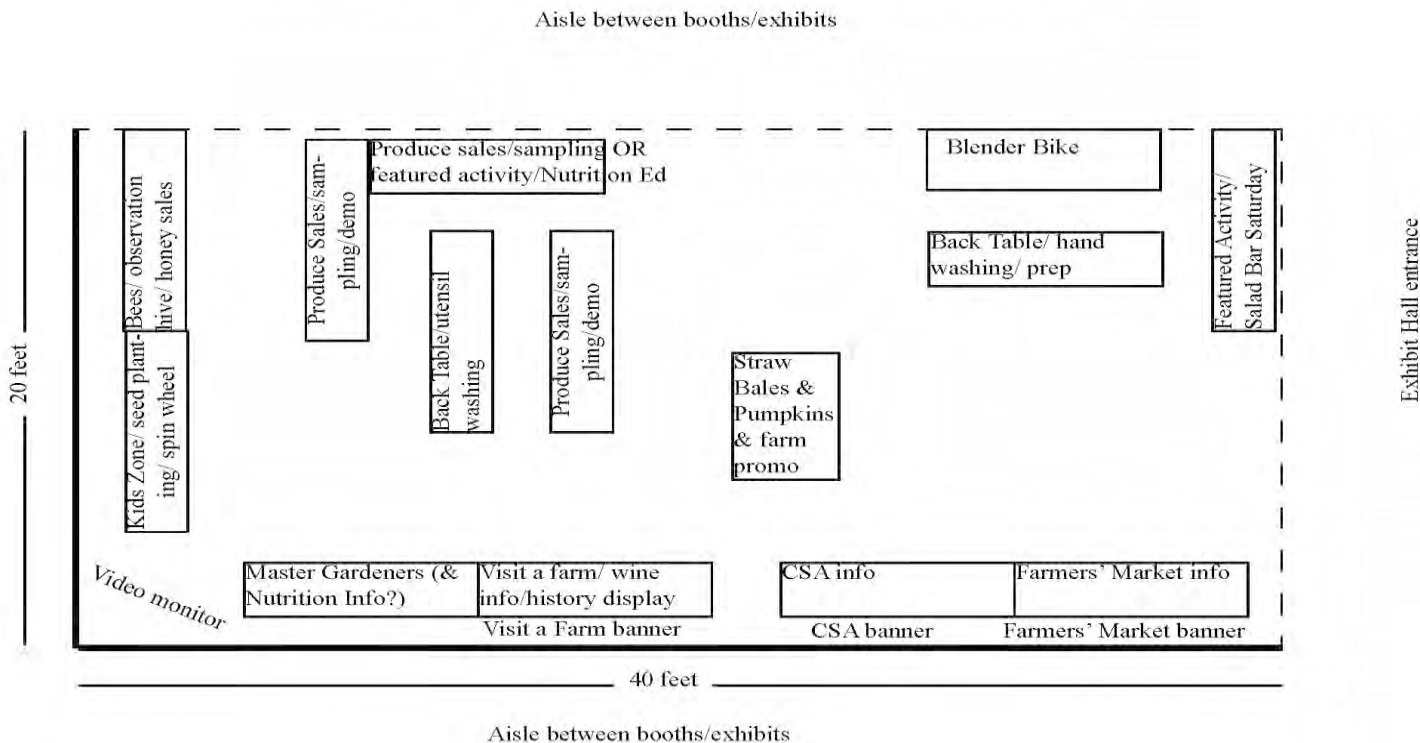
1. Staffing/volunteer schedule for the full run of the fair exhibit
2. Featured activity schedule for the full run of the fair exhibit

Creating an exhibit layout plan

When you know what displays, posters, elements and activities will be part of your exhibit, you will be able to draft a trial layout. The layout should be to scale, so you can see how all of your elements will fit in your space and still leave plenty of room for customers to flow through without feeling crowded. For the “Discover California Farms” exhibits, the coordinator created the exhibit layout plans in Adobe InDesign. They could also be drawn by hand on graph paper.

A sample exhibit layout plan is on the next page:

Discover California Farms Exhibit TRIAL Layout - Southern California Fair



Making it educational – developing handouts, exhibits and posters

Your themes and goals will help you decide what education and information to present in your exhibit. The “Discover California Farms” exhibits all included posters, maps and handouts promoting all the farmers’ markets, farm stands, agritourism operations and CSAs in the county of the exhibit, because one of our goals was to increase fair-goers’ awareness of these operations.

Sometimes, you can locate and distribute lists or maps or brochures created by others, such as your local visitors’ bureau or Farm Bureau. If you are compiling and presenting this kind of information with your own poster or handout, it is very important, and respectful of all concerned, that you contact, verify information, and obtain permission for inclusion from EACH farmers’ market, farm stand or other business included on your materials.

To locate all the farmers’ markets in your county, start by asking the County Agricultural Commissioner for a list. However, these operations change often, so you will need to verify and confirm all locations, open dates and times using online research, telephone calls and the inside knowledge of your planning team members.

Visitors to the “Discover California Farms” exhibits were happy to receive verified and updated lists and maps of local farmers’ markets, farm stands and agritourism operations. We produced informational posters about all of these to display in the exhibit, and handed out the same information as flyers.


At one of the exhibits, the planning team wanted to highlight local crops and the importance of agriculture to the county. So we created tall standing banners with local crop information pulled from the County Department of Agriculture’s most recent Crop Report.

As many California fair attendees speak Spanish as their first language, consider creating versions of your educational posters and handouts in Spanish as well as English.

Videos showing stories of local farms, local farmers and local agricultural activities are often popular with visitors – although it is usually too noisy to hear the audio in the fair environment.

Some examples of farmers’ market & CSA posters/handouts:

A box of fresh local veggies every week!



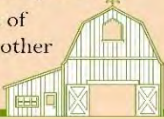
CSA

Community Supported Agriculture

The Basics:


- A **farmer** offers “shares” to the public.
- Typically the **share** is a box of vegetables, but may include other farm products.

- Consumers** purchase a share (“membership” or “subscription”) and receive a box, bag or basket of seasonal produce each week throughout the farming season.



Advantages for farmers:

- Spend time marketing the food early in the year, before their 16 hour days in the field begin.
- Receive payment early in the season, which helps the farm’s cash flow.
- Get to know the people who eat the food they grow.




Advantages for consumers:

- Eat ultra-fresh food, with all the flavor and vitamin benefits.
- Get exposed to new vegetables and new ways of cooking.
- Usually get to visit the farm at least once a season.
- Find that kids typically favor food from “their” farm- even veggies they’ve never been known to eat.
- Have a relationship with the farmer who grows their food and learn about how food is grown.

Source: www.localharvest.org/csa/

CSA Farms Delivering to Contra Costa County:

- 1. Doorstep Farmers, Pleasant Hill**
Home delivery to: Pleasant Hill, Martinez, Bay Point, Pittsburg, Concord, Clayton, Walnut Creek, Alamo, Danville, Lafayette, Moraga, Orinda
- 2. Frog Hollow Farm, Brentwood**
Delivery to: Orinda, Brentwood, Walnut Creek
- 3. Buttercup Farms Garden, Clayton**
Delivery to: Clayton, Walnut Creek
- 4. Riverdog Farm, Guinda (Yolo County)**
Delivery to: Richmond, Pinole, Concord, Walnut Creek





Find YOUR Farmers' Market!

Santa Barbara County Farmers' Market Schedule



Sun	Mon	Tue	Wed	Thu	Fri	Sat
Goleta 10 am - 2 pm Sterke Rd & Hollister Ave Vandenberg Village 10 am - 2 pm Burton Mesa & Constellation Rd.	NO MARKETS	Orcutt 10 am - 1 pm Bradley St. & Clark Ave. Santa Barbara Old Town 500-600 Block, State St. Summer: 4-7:30pm Winter: 3-6:30pm	Santa Maria 12:30 - 4:30 pm Broadway & Main Street Solvang 2:30 - 6:30 pm Copenhagen Drive & 1st Street UCSB 11:00 - 3:00 pm Brd / Faculty Club Parking Lot 23 on UCSB Campus	Carpinteria 3 - 6 pm 300 Beck Linder Ave. Goleta 3 - 6 pm Sterk Rd. & Hollister Ave.	Montecito 8 - 11:15 am 1100-1200 blocks Coast Village Road Lompoc 2 - 6 pm Ocean Ave & 1st Street	Santa Barbara 8:30 am - 1:00 pm Santa Barbara St & Costa St. Santa Maria 9:00 am - 1:00 pm 371 Town Center in Santa Maria
					accepts WIC and Senior FMNP coupons	accepts EBT

Santa Barbara Certified Farmer's Market Association
Village Farmers Market Association
Gaucho Certified Farmers' Market @ UCSB

Central Cities Certified Farmer's Market Association
Santa Maria Town Center Farmers Market Experience



Riverside County Farmers' Markets 2013

Market name	Day	Times	season	location	address	contact	EBT accepted	WIC FMNP accepted
Palm Desert Farmers' Market	Wed	8 a.m. - 12:30 p.m.	Oct 9 - May 28	Palm Desert Ch. of Commerce	72-567 Highway 111, Palm Desert	760-898-5250, Paul	yes	yes
Temecula Promenade	Wed	9 a.m. - 1 p.m.	All year	Promenade Mall, by JC Penny	40820 Winchester Rd, Temecula	760-728-7343, Gail		yes
San Jacinto Valley CFM	Thurs	8 a.m. - 1 p.m.	All year	The Farmers' Corner	2575 S. San Jacinto Ave, San Jacinto	951-796-2794, Susan		yes
Cherry Hills Farmers' Market	Fri	9 a.m. - 1 p.m.	All year	Cherry Hills Plaza	26922 Cherry Hills Blvd, Menifee	951-566-5502, Nate	yes	yes
Riverside CFM	Fri	8 a.m. - 12 p.m.	All year	Sears Parking Lot	5261 Arlington Ave, Riverside	209-955-0949, Kathi	yes	yes
Riverside Kaiser CFM	Fri	10 a.m. - 2 p.m.	All year	Kaiser Permanente	10800 Magnolia Ave, at La Sierra, Riverside	310-455-0181	yes	yes
Perris Farmers' Market	Sat	8 a.m. - 12 p.m.	All year	Mercado Park	10th & D Street, Perris	(951) 943-4610 x264, Michelle		yes
Hemet Farmers' Market	Sat	8 a.m. - 1 p.m. (9-2 winter)	All year	Next to the library	N. Harvard St btwn Latham & Devonshire, Hemet	951-368-8850, Patricia	yes	yes
Corona CFM	Sat	8:30 a.m. - 12:30 p.m.	All year	Near Sears Outlet	488 N. Main Street, Corona	760-728-7343, Gail		yes
Downtown Riverside	Sat	8:00 a.m. - 1:00 p.m.	All year	Main Street	Main St, between 5th & 6th Streets, Riverside	714-345-3087, Oscar		yes
CFM Palm Springs summer	Sat	8:00 a.m. - 12:30 p.m.	June - Sept	Palm Springs Pavillion	401 S. Pavillion Way, Palm Springs	760-898-5250, Paul	yes	yes
CFM Palm Springs winter	Sat	8:00 a.m. - 12:30 p.m.	Oct 5 - May 31	Parking lot of Camelot Theater	2300 E. Baristo Rd, Palm Springs	760-898-5250, Paul	yes	yes
Old Town Temecula	Sat	8:00 a.m. - 12:30 p.m.	All year	Old Town Temecula	6th & Front Street, Temecula	760-728-7343, Gail		yes
Galleria at Tyler Riverside	Sun	9:00 a.m. to 1:00 p.m.	All year	Galleria Riverside, nr. TGI Fridays	1299 Galleria at Tyler, Riverside	805-643-6458		yes
Canyon Lake Farmers' Market	Sun	9:00 a.m. - 1:00 p.m.	All year	Canyon Lake	31516 Railroad Canyon Rd, Canyon Lake	951-491-4111, Pam		
Murrieta CFM	Sun	9:00 a.m. to 1:00 p.m.	All year	Village Walk Plaza, nr. Juice it Up	Kalmia & village Walk Way, Murrieta	951-240-9584, Gail		yes
Old Town La Quinta	Sun	8:00 a.m. - 12:30 p.m.	Oct 6 - May 25	Old Town La Quinta	78100 Main Street, La Quinta	760-898-5250, Paul	yes	yes

Promoting your exhibit and activities – start early!

Your exhibit and the various scheduled activities happening in your exhibit will be more popular if you take every possible opportunity to tell people about them. Here are a few suggestions:

Promote through the fair – to get your scheduled events and featured activities promoted through the fair’s own advertising, you need to learn deadlines, have your scheduled activities confirmed before the deadlines, make sure to get your information to the right person, and follow up soon after. Talk with the exhibit superintendent or the vendor coordinator as early as possible to learn what fair promotions you may be able to participate in.

Use newsletters, press releases, flyers, posters and social media to create interest – Your participants and planning team all have contacts; use all the networks you have to let everyone know your exhibit will be at the fair and what you are offering to the public. You might want to hold a raffle or offer a free gift to those who mention your Facebook page “secret word” or print and distribute coupons before your exhibit opens. As soon as you know your schedule of events/participants, promote this also through all your networks.

Use a menu board at your exhibit to list the day’s events/scheduled demos/tastings – either chalk or white board will work.

Don’t be shy – draw a crowd, wear a carrot costume, dance, sing, hand out samples – **be fun!**



Measuring results

You probably started your project with some goals. The goals might be something like, “Increased knowledge about local agriculture” or “Increased attendance at local farmers’ markets” or “Good on-site sales by participating vendors.” You may not be able to measure exact accomplishment of all your goals, but here are some suggestions for measurements that you can take pretty easily to measure steps to your goals:

On-site click counter – This one is a good task for your shy volunteers. Hand-held click-counters can be bought at most hardware stores or office supply stores for less than \$5.00. Create a form that lists each half-hour of each day that your fair exhibit is open, with a blank space to record how many people you count engaged in your exhibit during that half-hour. Give the click-counter to one person at a time, and ask them to count people, record the number, and turn the counter back to zero every half-hour. This way you will be able to count the flow of visitors to your exhibit.

Count hand-outs distributed – Although you will not know what people do with the hand-outs distributed, you will have a count of the number of people who received your information.

Count participants in specific activities – Keep track of how many children plant seeds, or how many help pedal the blender bike, how many samples of jam handed out

Ask all vendors to report all sales totals – This detail is easy to forget, but is a good measure of what is most important for many participants.

Distribute marked and trackable coupons that can be redeemed at farmers’ markets or farm stands, and then be sure to follow up with a phone call about a month later to track results.

Contact participating businesses and organizations after the event to learn what they thought went well and what they thought could be improved.

Thanks for reading. We hope this guide has been helpful to your planning for specialty crop promotion and education at California fairs.

Have fun!



Authors of this guide:
Penny Leff, UC Small Farm Program
Nicole Bert, UC Small Farm Program
Diana Paluszak, CDFA Fairs and Expositions
Participants in “Discover California Farms” exhibits

This project was funded by the California Department of Agriculture’s Specialty Crop Block Grant Program.

Please see the following pages for appendixes

Appendix I – sample letter to potential exhibit sponsors:

Date

«First_Name» «Last_Name»

«JobTitle»

«Company»

«Address1»

«City», «State» «PostalCode»

Dear «First_Name»:

We are pleased to invite «CompanyName» to become a Sponsor of the “Discover California Farms!” exhibit at this year’s Favorite County Fair. By sponsoring this unique event highlighting local specialty agriculture, you will help promote fresh, healthy, LOCAL food - farms, farmer’s markets, CSA programs, farm stands and agritourism venues –to the public at the fair this year!

“Discover California Farms” will create fun, interactive exhibits of California’s specialty crops and opportunities for engagement with local farms at California fair events. We will provide exhibit space, information, maps and promotion about local farmers’ markets, CSAs, farm stands, wineries and agritourism operations. Local farmers, farmers’ markets, agritourism venues and agricultural organizations will have the opportunity to promote themselves, demonstrate and sell their products, and engage with the public – successful past examples include beekeepers with demonstration hives, bicycle-driven smoothie blenders with fresh fruit, scavenger hunts with prizes, etc.

The Objectives

- *Increase public understanding of and appreciation for our regional crops.*
- *Increase attendance and sales at certified farmers’ markets in our area.*
- *Increase attendance and sales at local wineries, U-Pick farms, pumpkin patches, cornfield mazes and other agritourism venues.*

We need to rent booth space, a tent, tables and linens, obtain the required permits and liability insurance and create promotional pieces. If your company would like to help with any of this with a cash or in-kind donation (printing? tables? A trade show tent? Design help?), we would be very grateful. All sponsors will receive logo placement on our collateral and recognition of your sponsor status in all press releases, communications and printed materials.

Show your support for local, farm fresh food! If you would like more information, please call me at 777-777-7777 or email me at myname@gmail.com. I will contact you in a few days to ascertain your interest. Thank you for your time.

Best regards,

Appendix II – Sample invitation letter to potential planning team members:

Dear Riverside County local food and farming expert,

Would you like to help promote local farmers' markets, CSA programs, farm stands and agritourism operations to the public at the Southern California Fair in Perris October 5 through 12 this year? We'd love to have you join us in planning an exciting exhibit and promoting your activities in a big tent by the front gate of the fair.

The Southern California Fair is partnering with the UC Small Farm Program and the CDFA Division of Fairs & Expositions to create fun, interactive exhibits of California's specialty crops and opportunities for public engagement with local farms, staged close to the front gate at four California fairs in the 2013 – 14 fair season. The Southern California Fair in Perris will be the third of these exhibits.

To help us schedule our first planning meeting, please [click here](#) to tell us what days and times you are available to get together with other local farmers market managers, CSA and agritourism operators and small farm advocates. Your response and any initial ideas are greatly appreciated!

Here is a very short explanation of what we are planning:

Project Abstract:

This project will create fun, interactive exhibits of California's specialty crops and opportunities for engagement with local farms, staged close to the front gate at four California urban fair events. The public will have an opportunity to talk with a farmer, learn from educational displays, sign up for a community supported agriculture (CSA) program, use the interactive maps to find a local pumpkin patch, a U-Pick farm, or the closest certified farmers' market. Fairgoers will learn what is being grown locally and how it is grown, and be able to taste local specialties where possible. There will be activities that will give children something tangible to take home to remember the day, the farm and the fair.

The objectives of this project are:

- *Increased public understanding and appreciation of Riverside County-grown and California-grown specialty crops*
- *Increased attendance at certified farmers' markets in the region*
- *Increased sales at the farm stands, U-Pick operations and farmers' market stalls and memberships in the CSA programs of specialty crop growers participating in the project and those promoted by the project.*

Contacts: Penny Leff, UC Small Farm Program, (555) 555-5555, paleff@ucdavis.edu
Diana Paluszak, CDFA F&E, (555) 555-5555, dpaluszak@cdfa.ca.gov
Lyndal Graff, Southern California Fair, (phone, email)

Since October 5 is not very far away, we need to meet soon to start work on this exhibit! Please [click here](#) to help us schedule our first planning meeting. We look forward to working with you to connect Southern California urban and suburban people with their local farms.

Appendix III – Sample invitation to potential participants:

San Joaquin County Fair to Feature Local Farms in Stockton June 12 – 16

New Exhibit Planned:

Just outside the Agriculture Building at the San Joaquin County Fair in Stockton this year, fair-goers will be greeted by a large exhibit showcasing San Joaquin County Agriculture: carrots, grapes, cherries, bees, draft-horses, local farmers' market and farm stand displays, local farmers with their crops, and games, videos, contests and activities for children and adults all about San Joaquin County fruits, vegetables, herbs, flowers, olive oils, and wines.

Sponsorship & Collaboration:

The welcoming local farm exhibit, funded by the California Department of Food and Agriculture (CDFA)'s Specialty Crop Block Grant Program, is a result of collaboration between CDFA Division of Fairs and Expositions, the UC Small Farm Program and UC Cooperative Extension, San Joaquin County Farm Bureau, Ag in the Classroom, the San Joaquin County Agriculture Department, Stockton Farmers' Market Association, San Joaquin Farmers' Market Association, local growers and local producers of fine foods and wine.

Can you help?

Volunteers are still needed to assist the thousands of fair attendees in learning about their local farms. You can wear a carrot costume and hand out flyers, staff the kids' activity corner, help people find their local farmers' market, or assist with tastings and cooking demonstrations. Friday, Saturday and Sunday, when most families attend the fair, are in particular need of volunteers to keep the exhibit open and lively. Spanish speakers who can volunteer for a shift are needed at any time, but especially on Sunday. If you would like to volunteer to help out with the exhibit, please use this survey to tell us what days and times you prefer: <http://ucanr.edu/sanjoaquinvolunteers>

Local growers, agritourism operators, food artisans, bee-keepers, gardeners, cooks especially invited

Would you like to showcase your farm, your crops, your jam or olive oil, your CSA, your agritourism operation or your special skills? We would be thrilled if you would like to be featured, front and center, at the exhibit for a couple of hours, or even one hour. We also welcome local growers' organizations, processors of local crops, and local vintners. During the time you are featured, you will be welcome to sell your products. (Sorry, no wine sales) Sampling and tastings will be welcome – following Environmental Health Department regulations of course.

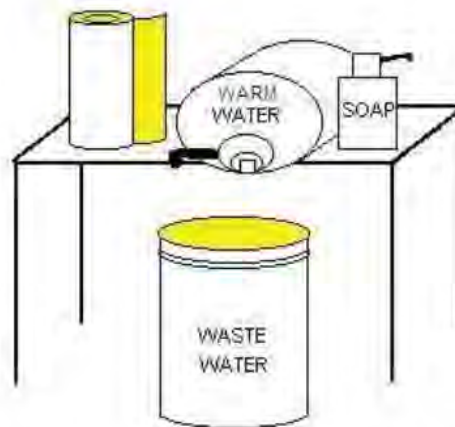
If you would like to be "featured" at the fair exhibit, please use this survey to tell us what you'd like to do and what days and times you would prefer: <http://ucanr.edu/sanjoaquinactivities>

*For more information, please contact Penny Leff at the UC Small Farm Program, 530-752-7779, paleff@ucdavis.edu
See you at the fair!*

Appendix IV – California Certified Farmers' Market Hand-washing and Utensil Washing Requirements

APPENDIX A: HANDWASHING AND UTENSIL WASHING REQUIREMENTS

Handwashing Facilities – Provide a five (5) gallon thermal water container with a dispensing valve to leave hands free for washing; a waste-water container; soap dispenser and paper towels for handwashing within the food booth. Handwashing facilities shall be separate from the utensil washing sink. Warm water (100° F) is required.



Utensil Washing Facilities – Booths with food preparation require three 5-gallon containers for the cleaning of equipment, utensils and for general cleaning purposes. One shall contain soapy water, one with clear rinse water, and the third a bleach/water solution (use 1 tablespoon of household bleach per gallon of water.)

NOTE: Additional facilities, such as a 3-compartment sink with running water, may be required where there is extensive food preparation, or where water, power, and sewer connections are available.



All wastewater must go to the sanitary sewer. Do not dump on ground or down a storm drain.