

Fairground Farms and Farmyard Festivals: Showcasing California Specialty Crops

Shasta District Fair – Thursday June 14, 2012
1890 Briggs Street, Anderson CA

Morning Session

- 8:00 – 8:30 **Check-in/coffee and pastries**
- 8:30 – 8:45 **Welcome**
Diana Paluszak, CDFA - Chris Workman, Shasta District Fair
- 8:45 – 9:00 **Introduction to this project – goals, potential outcomes and process**
Penny Leff, UC Small Farm Program
- 9:00 – 9:30 **Telling stories and bringing people together - agriculture, art & culture**
Debra Lucero, Butte County Economic Development Corporation, California Upstate Adventures, Debra Lucero & Associates
- 9:30 – 9:45 **Shasta County's original pumpkin patch and corn maze, and more**
Bob Nash, Nash Ranch
- 9:45 - 10:15 **Agricultural education and community involvement**
Kari Dodd, Tehama County Farm Bureau, Farm City Day, Tehama County Farm Trails and Farmers' Market
- 10:15 – 10:30 **Break**
- 10:30 – 11:00 **Innovative agricultural fair connections**
Dave Dillabo, Tulelake-Butte Valley Fairs
- 11:00 – 11:15 **Agritourism/fair vendor collaboration possibilities**
Ryann Newman, Ryann's Happy Day Pony Rides
- 11:15 – 11:45 **Small Group Brainstorming Sessions – Discussion about potential collaborations or connections between fairs, agritourism operators and other specialty crop growers.**
- 11:45 – 12:00 **Report back from small groups, discuss next steps**
Facilitator: Penny Leff, UC Small Farm Program
- 12:00 – 1:00 **Networking lunch, catered by fair food vendor**

Afternoon Session

- 1:00-2:30 **Tour and discussion of fair facilities and activities**
Chris Workman, Shasta District Fair, Dave Dillabo, Tulelake-Butte Valley Fairs

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 at other times of the year.

This event presented by the UC Small Farm Program and CDFA Division of Fairs & Expositions

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