

# STATE★FAIR | CALIFORNIA CALIFORNIA | EXPOSITION

## CALIFORNIA EXPOSITION & STATE FAIR

Minutes of the Agricultural Advisory Council Meeting  
Held Pursuant to Due Notice  
April 24, 2014 at 5:00 p.m.

California Exposition & State Fair  
Administration Building - Boardroom  
1600 Exposition Boulevard  
Sacramento, California

### Council Members Present

Dan Best, Certified Farmers' Markets of  
Sacramento

Mike Campbell, California Stevia, Inc.

John Chiles, Harris Moran

Judy Culbertson, California Foundation for  
Agriculture in the Classroom

Brenda Washington Davis, B.D. Law Group

Robert Gore, The Gualco Group

Richard Engel, Cal Aggie Alumni Association

Patti Garamendi, Rancher

Ernest Hodges, Farm Credit West, ACA

Gail Kautz, Kautz Ironstone Vineyards & Winery

Marcia Kimura, California Women for Agriculture

Lloyd McCabe, California Department of Education

Rick Nelson, Rice Farmer

Suzanne Opegard

Leland Ruth, Lee Ruth & Associates

Ronald Schuler, Cal West Seeds

Terry Witzel, Second Harvest Food Bank

### Council Members Absent

Greg Ahart, Superior Farms

Dennis Albiani, California Advocates

Kay Albiani, Albiani Land & Livestock

Steve Beneto

Charles Boyer, California State University, Fresno

Michael Bradley, California Farm Bureau

Kim Bradley, KCB Productions

Susan Brauner, Blue Diamond Growers

Terry Bressler, CHS

Barbara Butterfield, PG&E

Eric Carleson, Association California Loggers

Teresa Castanias, CPA

Mike Curry, Yosemite Meat

Lesia Eidman, California Wool Growers Association

& California Pork Producers

Mike Falasco, Wine Institute

Jennifer Fearing, HSUS

John Garamendi Jr., Prof. Evaluation Group

George Gough, Monsanto

Stacie Hewitt, Atomic Relations, LLC

Stephen Kautz, Kautz Ironstone Vineyards &  
Winery

Mark Linder, Linder Family Farms

Randy Lovell, California Aquaculture Association

Sharon Lynch, UC Davis Athletics

Rebecca Osumi, Ag Council of California

Harold Petersen

Gary Pevey, Wealth Design Group

Len Richardson

Walt Shaw, CBS/Radio Group

Cotton Rosser, Flying U Rodeo

Cherie Stephens, Stephens Farmhouse

Roxanna Smith, Oak Valley Community Bank

Paul Wenger, Wenger Ranch, Inc.

Amy Wolfe, P Three Consulting

Nita Vail, California Rangeland Trust

Chris Zanobini, California Grain & Feed

Hank Wallace

### Board, Staff and Guests Present

Corny Gallagher, Board of Director, CSF

Hallie Muller, Board of Director, CSF

Mark Nelson, Board of Director, CSF

Rick Pickering, CEO, CSF

Carrie Wright, Program Director, CSF

Sonya Logman, External Affairs Director, CSF

Jay Carlson, Ag Programs Manager, CSF

Nancy Koch, Exhibit Supervisor, CSF

Jessica Neugebauer, Entry Office, CSF

Jake Rowe, Livestock Show, CSF

Sarah Watkins, 4-H

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1. **Call to Order**
  - a. The meeting was called to order by Chair, Lloyd McCabe, at 5:08 p.m. on Thursday, April 24, 2014.
  - b. Chair McCabe, had self-introductions take place.
2. **Approve Minutes of the February 20 California State Fair Agricultural Advisory Council Meeting**
  - a. All present voted to confirm as amended
3. **Cal Expo And State Fair Report –**
  - a. CEO Rick Pickering provided updates several renewal projects underway including the Soccer Field and improvements to the horse barns.
  - b. External Affairs Director Sonya Logman provided updates regarding the addition of another week of live horse racing during the 2015 State Fair.
  - c. Ag Program Manager Jay Carlson reported current conditions regarding Porcine Epidemic Diarrhea Virus (PEDv) and its effects on the pork industry, possible contamination and high death rate for baby pigs. As a part of the annual review of programs with UC Davis it was determined that the Livestock Nursery would not showcase baby pigs at the 2015 fair.
  - d. Program Director Carrie Wright reported that plans to move the demonstration kitchens closer to the Farm was underway. Major layout improvements for the State Fair included additional shade and seating.
4. **Executive Report - Lloyd McCabe**
  - a. McCabe reported scholarship applications are currently being processed and judged. Over 320 applications were received and final interviews for the top award will be held on May 9.
5. **Farm Committee and Ag Education Committee Joint Report – Rick Nelson**
  - a. Nelson reported that the two committees had worked to create the following mission statement for the combined committees:

**Farm and Food Committee  
Mission**

The committee supports the overall mission of the California State Fair to inspire California's best to be even better. The committee focuses on showcasing California food production, agriculture, technology, sustainability, nutrition, farming techniques and practices both old and new, as well as, environmental interactions and impacts of production and food safety.

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Goals of the committee:

1. Showcase the range of agricultural diversity – telling the whole story
2. Highlight the future of agriculture in California
3. Increase access to the Farm, the premier showcase of California's agriculture, through year round programming
4. Support educational programs throughout the grounds, including but not limited to the livestock nursery, forest center and kitchen programs.
5. To honor our past agricultural heritage
6. Support educational opportunities and programs through fundraising efforts

Motion to approve the new mission made (Nelson/Ruth). **Motion carried.**

**6. Ag Heritage Committee – Len Richardson**

- a. Richardson and staff member Jessica Neugebauer reported that planning for the Ag Heritage Breakfast was underway and that invitations would be sent out shortly. Discussion of location occurred and the preference for holding it in the newly renovated Clubhouse was determined to be the preference.

**7. Wine Committee – Gail Kautz**

- a. Kautz reported that the committee met on April 1<sup>st</sup> to discuss the Grape and Gourmet. They invited industry stakeholders to participate in the meeting to discuss the event. The attached summary was presented during the meeting (attachment 1). The State Fair will move forward with a media and buyers tasting event on June 24 in place of the Grape and Gourmet.

**8. Gala Committee – Lesa Eidman**

- a. Eidman reported the date of the State Fair Gala as June 27<sup>th</sup> and encouraged members to help sell tables or donate an auction item. Discussion of the event and possible changes to the event also took place and several suggestions were made on how to improve the event.

- 9. New Member Applications** – Sarah Watkins and Brian Watson's names were considered for recommendation. Motion to recommend Watkins and Watson to the Board of Directors for appointment to the Ag Advisory Council was made (Schuler/Oppegard). **Motion carried.**

**10. ADJOURNMENT**

Chair, Lloyd McCabe, adjourned the meeting at 7:05 p.m.

*Attachment 1*

**Agricultural Advisory Council  
Wine Sub-Committee Meeting**

**COMMITTEE MEMBERS**

On file at Cal Expo

**Summary of Minutes from the January 22<sup>th</sup> meeting, Feb 20<sup>th</sup> (joint with  
Gala Sub-Committee) meeting and April 1<sup>st</sup> meeting**

**PURPOSE:**

The State Fair evaluates programs and events on a continual basis. With the continuing loss of sponsors and attendees to the Grape and Gourmet the Wine Sub-Committee of the Agricultural Advisory Council has been exploring ideas to improve or reinvent the event. Below outlines the Wine Sub-Committee's discussion and the direction staff is taking.

**BACKGROUND:**

**Chronology of public meetings:**

The Wine Committee, Chaired by Gail Kautz, met on January 22 to discuss the goals and purpose of the sub-committee. They met again on February 20 (a joint meeting with the Gala Committee) to discuss possible options for Grape and Gourmet and gain input from the Gala Committee. The Wine Committee delivered a report to the Agricultural Advisory Committee (ACC) outlining many of the following items. AAC asked the Wine Committee to meet once again to possibly invite additional stakeholders and provide recommendations for 2014. The committee met once again on April 1<sup>st</sup>, both John Aguirre, California Association of Winegrape Growers and Mike Falasco, The Wine Institute, were both able to attend.

**Purpose of the event in 2013:**

- Provide the public a chance to taste wine from the award-winning wineries from the California State Fair (CSF) Competition.
- Let the trade industry buyers taste wines and interact with each winery.

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- Raise money for the Friends of the California State Fair Scholarship Fund.
- Present ribbons and plaques to winning wineries.
- Give restaurants the opportunity to have their food tasted by the public attending the event.

## **Challenges of the event:**

- Restaurant participation has declined over the past several years due to social media marketing which is free, timing of the event and perceived low value of the event. State Fair has met the Gourmet need by supplementing with paid catering services.
- Revenue has declined from a peak of \$102,530 in 2010 to \$17,515 in 2013 (expenses have declined at the same rate as well).
- Oversaturation of competing events in the Sacramento area that boast excellent wine, food and/or beer.
- Lack of attendance from trade industry.
- Fewer wineries are participating – in 2013 it was decided to offer only gold award-winning wines.
- Loss of sponsors - \$12,500 in 2012 and zero in 2013
- Major media partner is producing two other wine and food events within four months of our event.

## **FACTORS TO CONSIDER:**

The Grape and Gourmet has long been considered the bookend to the wine competition. The following items were discussed during the series of meetings held:

- Wineries need to see value in how we recognize their accomplishments to continue entering the competition.
- Whether the winery is small or large the end goal is to sell wine.
- The State Fair should inspire California's best wineries to be even better and every aspect of the competition should support that goal.
- Annually the State Fair declares the best wine in California; its showcase should be the best as well.
- The State Fair provides 17-days of public tasting for the award-winning wines.
- The donations that Friends of the Fair receive in award-winning wine raise money for the scholarship fund.
- The State Fair Gala celebrates the best of the agriculture community and the best of California youth.

## **MOVING FORWARD:**

Over the past six months, staff has met internally and with external stakeholders to improve the presentation of California's best wines that participate in our annual wine competition. With current budgetary restrictions, staff reductions and several alternative solutions for celebrating the best wines, **staff is working to accommodate the recommendations and**

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**input from the AAC's sub-committee to transform the Grape and Gourmet into a wine awards ceremony prior to the fair showcasing the best of California.**

In addition, staff will explore the following concepts to increase the value of the wine competition:

- Continue to hold but possibly reformat an awards ceremony at the State Capitol.
- Work with Visit California to increase market visibility for California wines.
- Partner with Sacramento's Convention and Visitors Bureau to explore options to showcase California's best wine.
- Work with industry specific associations to increase value of the competition
- Communicate with buyer's groups.
- Engage consumer facing publications to demonstrate the important consumer index that the competition provides.