

State of California

California Exposition & State Fair
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MEMORANDUM

Date: September 5, 2018
To: Annual State Fair Committee
From: Rick Pickering, Chief Executive Officer
Subject: September Programs Staff Report

PROGRAMS

Rachelle Weir, Program Manger
Jay Carlson, Ag Program Manager

Below is a recap of 2018 State Fair Programs



State Fair Farm: Our HydroAG greenhouse had a cutting-edge display of hydroponic, aquaponics and aeroponic systems used to grow food for indoor farming. The displays were courtesy of Healthy Kids Concepts, a local distributor for large production farms. We were the showcase location for the EZ-clone machine (first of its kind in the nation). The EZ-clone machine functions to clone up to 500 plants at one time and of almost any

kind, which is also being used as an instrumental tool for growing plants on the farm. Kaiser Permanente had an excellent presence with educational signage which outlined crop growth in California, nutrition, and had visuals of recipes that can be easily made at home. New to our State Fair Farm this year was the addition of the Gourd House located at the Science of Seeds. We added two new beds of various gourds not only for show but also for educational purposes! We had Gourd Clubs from five different counties volunteering at the Gourd House all seventeen days interacting with the public and demonstrating their craft with fairgoers participation! Our annual Blacksmith Experience is a big attraction with 4 shows daily and always draws a curious crowd. Also something new at the Farm this year was the addition of 'The Farm Stage' located on the west end of the farm. We had family friendly entertainment for adults and kids ranging from 'Jack Spareribs' to three different musical acts.

Savemart Supermarkets Farm Passport Program: Farm visitors (both children and adults alike) were able to participate in the interactive education program by receiving a postcard that allowed them to visit various areas of the farm and become educated with the items grown. In addition (more for the adults), the back side of the postcard contained a farm fresh recipe, helping further make the farm-to-fork connection and to tie the two programs together. We managed to give out more than 13,000 pieces of fresh cold fruit at the Passport Station this year!

The California Forest Center: This year, the Forest Center welcomed 75,000 visitors. Programming inside the Center featured native California wildlife, a chainsaw carver, new displays and crafts. New this year was the hanging of their new entrance sign for the Forestry Center. The addition to a 10-foot wide wing span sign, giving guests the opportunity to compare their wing spans with California birds, was even more popular this year!

Camp Smokey: This exhibit continues to draw large crowds who receive educational information on Smokey the bear and the importance of fire safety when visiting our wooded areas. Their Bandana Passport program is a hit every year with kids and adults alike!!

Counties Exhibits: Our theme this in the California Building for our participating counties was "Create, Inspire, Innovate". We had a total of 19 who counties participated in this year's fair! A pre fair judging panel of various agriculture enthusiasts spent several hours determining the best overall winner in the various categories and this year the exhibits were so well done that there we no Bronze awards given, Gold & Silvers only!!



California's Authors:

New signage and décor were added to the California Authors exhibit enhancing the presentation for the 40 authors who participated. Authors' organizers chose a wide variety of book

subjects that ranged from California history and historical fiction, to romance, memoir, children's books and even cook books. Most of the authors made several appearances during the 17 day fair. The authors' commission on book sales brought the fair **\$2,468.00** in revenue.

California Strawberry Commission Exhibit:

The Strawberry Commission brought an exhibit featuring a new documentary film and California strawberry informational handouts for guests. This was a paid booth space in building B. There were also several documentary screenings with filmmaker Bill George, presented by the California Strawberry Commission held in the Taste of California Education Center.

Magic of the Mind:

Magic of the Mind exhibit, located in Building B, allowed guests to explore and marvel at the mysteries of the mind by observing challenging optical illusions and brain games. Rick Hill, organizer of the Magicians Guild, programed the area with 10 other magicians and sleight of hand artists. The performances and demonstrations of live, close-up magic entertained and challenged guests.



California's Kitchen: This award winning program continues to grow in its scope and

volume of programming.

Cooking Theatre: This year the 3-kitchen demonstration stage was once again fully booked with a waiting list. **211 hours of programming** by 68 chefs and demonstrators featured **62 cooking demonstrations** by chefs, producers, businesses and organizations including new special guests: Chef Scott Rodriguez, Senior Vice President of Culinary and Kitchen Innovation of BJ's Restaurant & Brewhouse, Chef Shane Lillard, Executive Chef of 58 Degrees & Holding Co., and venerable Farm-to-Fork figure, Dave Miller of the California Grain Campaign. Also in the Cooking Theatre were **16 action-packed rounds of Chef Challenges;** Postal Service Cooking Challenge, CalVet's MRE Challenge, Dinner 911! Cooking Challenge, Professional Chef Challenge, and NEW! California Junior Chef Challenge. This year's Professional Chef Challenge Champion was Executive Chef Michael Donoho of the Waffle Experience in Natomas, CA.



The Grill: Grill programming included Blogger Camille McArdle-Hankin of Vegan Chef & 'Food Simply', Alan Pember of Pawpa Flavor, the UCCE Master Gardeners, and others. The Grill stage programming was altered the last week of fair this due to Fire Marshall rules, the shade tent is not allowed with an open flame grill. The tent is required by the Health Inspector to comply with food safety standards.

Taste of California Education Center: This 24-seat classroom, complete with modern classroom presentation sound and AV equipment and a backstage food storage and prep area hosted 61 tasting classes on wine, beer, olive oil, cheese and honey on all weekends of the fair. Classes were taught by 30 top Judges, sensory evaluators, sommeliers, producers, educators and industry experts. **\$3,555.00 was generated in ticket sales**, which were sold online and on-site. On Mondays-Thursdays the space also hosted 64 hours of live Canning & Baking Competition judging.

California Kitchen Sampling & Sales Center: Four themed booths make up this exhibit feature, a favorite among guests with free sampling of fantastic California food and Ag products. **86,700 free food samples** were given away this year. In 2018 the fee schedule moved away from sales commissions to a flat rate booth fee, generating **\$8,448.50 in revenue** for the fair. (14% increase over 2017).



- Made in California: 2 booths of food & ag products produced in our state: Gunther's (ice cream); It's Organic (produce subscription service); Rumiano (cheese); Barsotti (fruit juice); Stuyt Dairy Farms (cheese); Burgess Brothers (BBQ sauce & cornbread); Fire Brothers (BBQ Sauce); Crazy Go Nuts (flavored walnuts); El Mexicano (cheese); Pear Fair (pears); Summeripe (peaches); Mendocino Tea Company (Tuber Tonic Tea); Pawpa Flavor (spice rubs).
- *Honey Shoppe Sampling Center*: 1 booth featuring only California-produced honey. This year's participants include: Sola Bee, Spease Bees, The Bee Box, Z Specialty Food, and Chico Honey Company.
- *Olive Oil Sampling Center*: 1 booth featuring only California-produced olive oil from producers who have won awards in the CA State Fair Commercial Extra Virgin Olive Oil; Competition. Space is this booth is highly sought after and is scheduled in priority of award won, starting with Best of Show winners. The waiting list for this booth is 3-7 producers long for each day. This year's participants include: Cloud 9 Orchard, Capay Gold Olive Oil, Eyerit Family Olive Oil, Bamford Family Farm, Olica Olive Oil, Sciabica's California Olive Oil, Mangini Ranch, Lucero Olive Oil, Capay Valley Ranches and Partridge Family Olive Co.



Bakery: Every day of the fair, the Upper Crust Baking Company of Davis, CA presented 3 free baking demonstrations and free sampling of bread baked on-site. Baked goods were also available for sale, including the “pig bread on a stick.” Many guests enjoyed freshly baked treats with their wine in the adjacent cool zone. The aroma of baking bread added to the overall experience of the exhibit.



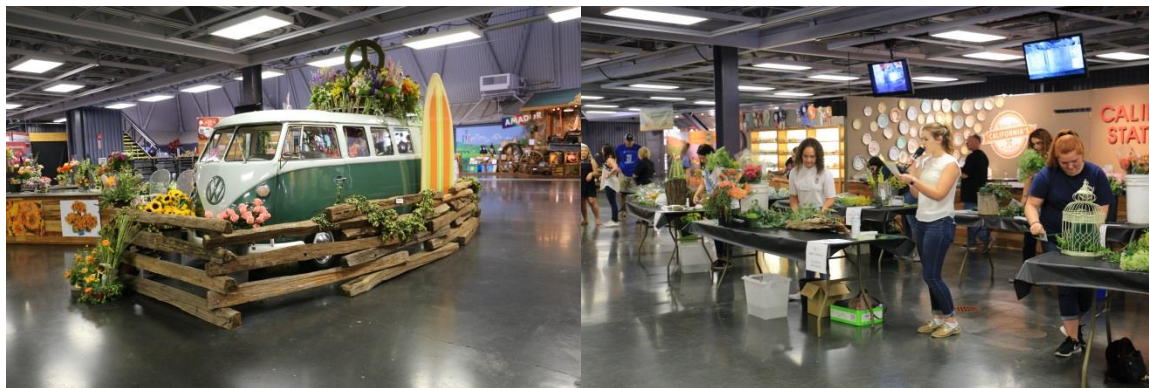
Photo Ops in Building B: This year we combined décor with the popular selfie trend. The photo opportunities ties back with the fair location and theme. Colorful paper flowers and Sunflowers made from old baskets are

inexpensive materials, but it can create a significant impact. Fairgoers could not stop taking photos in front of them!



Sacramento City College Exhibit: The Grow & Give exhibit was a partnership with Sacramento City College Graphic Communication Department. This partnership was new for the Fair this year and allowed five college students who study in Graphic fields to have real-life experience to create an exhibit for the fair.

The exhibit theme this year was “The Grow & Give exhibit” which discussed growing healthy food to give away to low income people in our community. The exhibition collected about 59 surveys by guests explaining what generosity means to them. Overall the partnership turned out to be a success.



California State Floral Association: For a fourth season, California State Floral Association’s involvement with the State Fair was a big hit. The Flower shop had a new location and layout this year with a 360 degree approach view and a 1960’s VW bus. The Floral Shop offered flower arranging demonstrations by professional florists throughout the fair. Flower Day, held on Sunday, July 22, continues to grow in popularity. Student and Professional design competitions were held in the Kitchen Theatre. For the entire run of the fair, floral arrangements from demonstrations were incorporated into various display elements in Building B, improving the overall ambiance of the building.



Commercial Competition Awards Exhibit NEW layout and exhibit design!: This exhibit featured four sections representing each commercial competition offered by the fair: wine, beer, cheese and olive oil. Winning products were used to create stunning visual displays. The commercial cheese display had the most dramatic makeover; each winning cheese was displayed in a colorful frame and an oversized cheese wedge photo-op provided interactivity for the guests. The winning wine & beer display section of the exhibit extended into a beautiful “Cool Zone” with seating at cocktail tables and overturned watering troughs, surrounding 2 large potted olive trees with market lights all around.



Home Wine & Home Brew Exhibit: Along with a display of winning homemade entries, fair guests got an up-close look at a home brew beer sculpture, and were able to talk with Docents from the Home Winemakers Association, who staffed the booth all days of fair. Home Brewer Ray Hill was on hand weekend nights as a Docent for home brewing.

NEW! Kid's Kitchen Play Area: This area of the building allowed small children a space to play and safely roam around and featured a bowl full of “mac & cheese” (sliced pool noodles), a play produce market and seating for adults. Other kid-friendly interactives were placed throughout the building, including a “decorate your own gingerbread” and a rubber band art peg board.



California Milk Advisory Board (CMAB) Exhibit: Educational panels and video were provided by CMAB, who purchased the booth space for **\$10,000**. They also donated a further **\$2,700** in cash and gift certificates to support the Commercial Cheese Competition and for the purchase of “Real California Cheese” for the Cooking Demonstrations.



Herbal Experience: Fair guests enjoyed a full sensory experience with a lush display of a variety of potted herbs, donated by Morningsun Herb Farm. A hanging 2-liter soda bottle herb garden was a popular spot for social media photos.

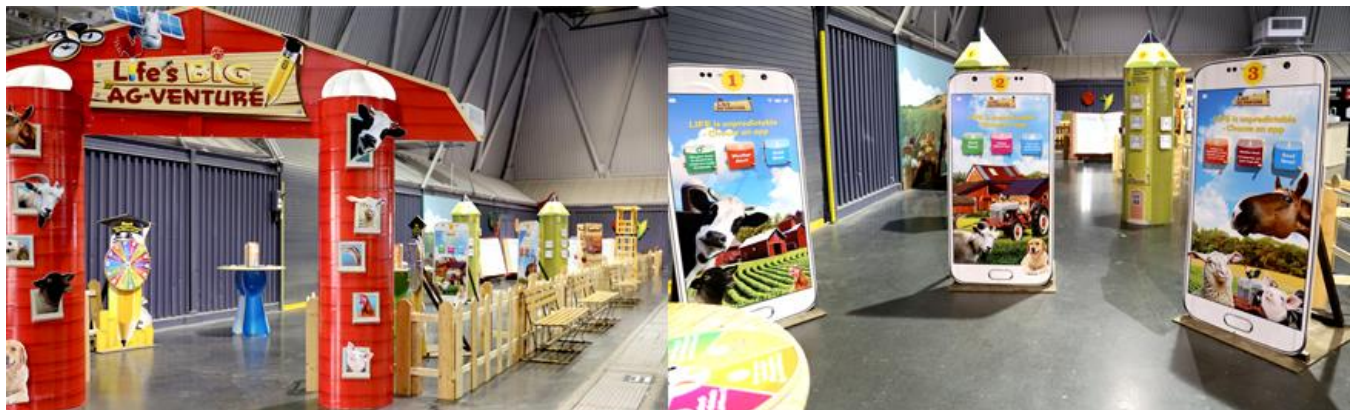


Canning & Baking Competition:

Canning & Baking Judging: **64 hours of live judging** took place over 8 days in a new location at the Taste of California Education Center in Building B during the fair. Exhibitors and guests enjoyed the comfortable seating and intimate setting. **Entries were up 11%** this year despite the **\$2 increase in entry fees**, producing **\$12,754 in revenue**. 1,327 entries were tested by a team of 7 Judges from all over California, led by Head Judge, Linda Amendt. Special Contests were sponsored by Guittard Chocolate, King Arthur Flour, C&H Sugar and Hormel Foods. Overall exhibitor satisfaction was high this year.



Canning & Baking Winning Entry Display: Several decorative elements were added to the display this year, including festive paper craft ribbons and baskets of produce. Special contest vignettes featured sponsor products, prizes and winning entries.



Life's Big Ag-Venture Exhibit!:

"Life's Big Ag-Venture!" was created as an interactive educational exhibit modeled after a board game. This project encourages interest in agricultural careers and joining Ag associated support organizations. As a partial Cal Ag Plate grant project, we will host this exhibit through 2020

The exhibit has five different levels showing that agricultural careers are developing high tech trends and technological advancements. Fairgoers learn about Grange, 4-H, and FFA. They learn about career personal interests, fun facts about agriculture, and career fields that are available. It also has the amount of schooling and salary ranges. We collected data with two fun survey stations.

Designed as a traveling exhibit, each station is engineered to be easily broken down, packaged, and shipped. Having all this in mind, the designer used interlocking furniture design for the table stations in the exhibit when the tables take apart every part of the table will lay flat and easy for shipping.

National Geographic & California Rice Exhibits: *The Future of Food* exhibit We worked with National Geographic to showcase vivid images and data about food production in other countries and what they are working on to feed 9 billion people by 2050. From small to big countries, they all play a part in food production in their own ways. Issues related to aquaculture, green technology, adapting diets to foods available, reducing the amount of food waste and cutting down the distance that food travels will help feed those who have fewer food resources available. *The Future of Food* exhibit was adapted to show how California helps feed the world. Exploring the top 10 agricultural products of California and how they cross the globe.



California Rice Exhibit: Through partnerships with the California Rice Commission, Farmers Rice Cooperative, and Nelson Ranch, The California Rice exhibit displayed images, video and objects to educate about how California feeds the globe through rice. Rice is one of the top 10 product California

exports all over the world. The exhibit discusses the history of rice, how we grow rice in California and techniques rice farmers use to be sustainable for generations to come.



Train Display: This display highlighted a brief history of train cars and their roll and significance to California agricultures' ability to travel across the United States.

COMPETITIONS

Commercial Wine Competition (Tuesday – Thursday, March 27, 28 & 29): This year's California State Fair Commercial Wine Competition had 2,705 wines that were entered by over 600 wineries. The Clarksburg Wine Growers and Vintners Association hosted a Tuesday evening tasting and dinner event for the wine judges and guests at the Old Sugar Mill in Clarksburg. New additions to this year included the California All Stars Award as well as the Vineyard of the Year, Wine Lifetime Achievements, and California All Stars awards being presented at the dinner.

Top honors:



Best of Show Red – St. Amant Winery, 2016 Touriga
 Best of Show White – Picchetti Winery, 201 Sauvignon Blanc
 Best of Show Sparkling – Gwinllan Estate, 2016 Rose Sparkling Wine
 Best of Show Pink – Malene, 2017 Rose
 Best of Show Dessert – Stephen & Waker, 2012 Chardonnay
 Best Value – Collier Creek Wine Co., 2016 Chardonnay

Looking ahead: The 2019 competition dates are to be determined.

Commercial Cheese Competition (Wednesday, May 9): This year's California State Fair Commercial Cheese Competition had 142 entries from 23 companies. In the "Cow Milk" division, Best of Show was awarded for the third year in a row to Point Reyes Farmstead Cheese Company, however this year they won Best of Show for their Aged Gouda. Best of Show in the "Mixed Milk" division went to first-timers, Moonside Creamery, Smoke Ring. The eleven esteemed judges awarded 44 Gold, 57 Silver and 33 Bronze awards as well as twelve Best of Division plaques. After serving as a cheese judge for over 20 years, Les Wood retired and served as a "Celebrity Judge", and was awarded a small golden bear for his years of service.





Commercial Craft Beer Competition and Award Luncheon & Brewfest (Competition- Thursday - Sunday, June 7-10, Awards Ceremony/ Brewfest - Saturday, July 21): Total number of entries for the competition was 1,580, a huge increase from 2017. The awards event kicked off with an award luncheon in the Clubhouse and led into our annual Brewfest. Keeping with the format of 2017, we did not require drink tickets for the participants, and are happy to announce we continued to not have any participant issues. This year we had more participating breweries and revenue increased from last year due to the increase in ticket prices



Home Wine Competition and Awards Ceremony (Saturday, April 7 and Sunday, June 2): The Home Wine competition was once again scheduled to follow Commercial Wine allowing us to utilize existing set up and save on countless hours of labor in not having to reset the buildings. There were 785 entries from 228 exhibitors, resulting in 3 Best of Show, 18 Best of Class, 65 Double Gold, 91 Gold, 311 Silver, and 237 Bronze medals being awarded. The awards ceremony continued to be held at the Clubhouse and remained successful.

Home Brew Competition: (Saturday – Sunday March 9-11): We were able to utilize building 5 for the pre-event setup as well as the competition judging to coincide with several competitions being held in building 5. We received many favorable comments about hosting this event and it has been recommended that we continue to utilize CSF. Event numbers for home brew produced 754 entries from 241 exhibitors.

Best of California Tasting (Thursday, June 21): As in previous years, we encouraged our various competition winners to present their product to the reception attendees. Up from last year, there were a total of 41 companies: 29 Wineries, 6 Olive Oil companies, 4 Cheese companies and 2 Craft Breweries participated at the event. This non ticketed event was well received and attendees had the opportunity to purchase a dinner ticket if they wished.



Friends of the California State Fair Gala (Thursday, June 21): Our marketing department coordinated our check in process and we also secured Event Partnership's help again to assist us with the sponsorship reach. A total of 525 guests enjoyed the evening.



Farm-to-Glass Exhibit:

The Farm to Glass exhibit was given new display cases and expanded seating for 2018. Also added was live entertainment by a variety of Jazz musicians. Located in the Floriculture area next to the Wine Garden, this educational exhibit features the agricultural products used in producing California wine, beer and distilled spirits, it continues to be a cool seating area for guests to enjoy a drink and entertainment.

Expo Center 1 – Silent Disco

Silent Disco created an exciting, interactive environment to enjoy music and dance with family and friends. DJ's got the crowd excited and creates a fun, energetic music event that was fun for all ages. Many weekends saw huge crowds and all 300 headsets were handed out to guests. Over 27,000 guests rocked out, for many this was their first experience with an exhibit of this nature.

Expo Center 2 - California Coastal Commission – Whale Tail: “The California State Fair was excited to announce the return of the popular “Whale Tail” exhibit. Fair guests learned valuable lessons about marine life through a maze of interactive activities that were fun for the entire family! Display elements within the exhibit included information about Ocean Acidification, Water Quality, and Coastal Cleanup Days. The thought-provoking exhibit encouraged guests to take action. They learned how to improve their behaviors and protect California’s sensitive ocean and coastal ecosystem. The activities challenged the participant’s mental and physical skills. More than 100,000 guests enjoyed the exhibit. Also featured in this building was Zoo2You’s **Live Animal Experience with** Otters, Eagles and Raccoons. The Tree Circus returned to celebrate their 800th climb and introduced the first ever John Muir marionette in performance. Other special amenities in the room were Friends of the Fair, Heathy Snack Shack, a Mother’s Lounge and SRCC Docents encouraging education and interaction with the exhibit.

Expo Center 3 - California Student Showcase Competition: This competition is open to California resident youth ages 5-18 years old. With divisions in Arts and Engineering we received a total of 1266 entries. The exhibit debuted in Expo Center Building #3 and included (2) live demonstration booths. Valley Sculpture Artist provided hand on clay sculpturing for 8 days of program, The Sacramento Library brought resources and information about new services such as 3D printing, library of things and issued library cards for 8 days of program and the Silver Orange Teen Center hosted a fun and creative space for fair guest to chill and get inspired to create art to submit to next year’s competition.

Expo Center 4 – Photography Competition: The Photography Show moved to Expo Center Building #4 this year. There was a submission rate of (2,387) total entries with (480) entries accepted to show.

Adding to the static exhibit this year was a relaxing sitting area in the center of the exhibit decorated with 300 paper birds hanging down from the ceiling. Creating a soothing and relaxing atmosphere for guests.



Four large selfie panels, one in each corner of the room, invited guests to pretend to be part of the scene.

Expo Center 5 - California Crafts: The Handcrafts competition now has a juried acceptance which requires a photo upload of entries for digital judging. The California Crafts competition moved to showcase in Expo Center Building #5 this year to accommodate a larger display, featuring (221) entries from the (492) total submitted. For the past two years, judges felt that the overall quality of competition entries has risen, and as a result we needed a larger exhibit hall to display the array of beautiful handmade creations including intricate porcelain painting, handmade dolls, clothes, jewelry, and beautiful array of quilts. This year's special contests include a Crafting a Brighter Future contest where all items entered will be donated to either Project Linus or Newborns in Need, and a Steampunk Fashion contest judged by celebrity guest judge Ave Rose. The demonstration area also expanded to featured 18 different craft groups plus the River City Quilters who stay for the duration of the fair.

Expo Center 7 - California Fine Arts: This year's fine art show had (1018) total entries compete with (146) selected to show at this year's fair, with a beautiful mix of mediums from the traditional oils, watercolors, drawings and mixed-media to the fun 3D artworks and digital artwork. The show also featured (17) artist performing live art demonstrations such as ceramics, lithograph, glass fusing, pet portraits, jewelry making, and professional art advice. Art sales were conducted in the building this year with commission on sales bringing **\$2,468.00** in revenue.



Ag Heritage Breakfast and Awards Ceremony (Wednesday, July 18): This longstanding tradition serves to acknowledge our agriculture industry farmers, ranchers and associated companies who have been in business over 100 years. In 2018 we commemorated (11) 100 year recipients, (5) honored at the 125 year benchmark, (4) honored at the 150 year benchmark, and (1) honored at the 175 year benchmark, for a total of 21 awardees. Each inductee received an engraved plaque and this year we were

also able to reach out to the California legislators and districts and provide proclamations for each.

**The following were recognized in 2018 for reaching
175 Years or more of continuous operation:**

Tejon Ranch Co. est. 1843

150 Years or more of continuous operation:

Bank of Stockton est. 1867

Lane Farms est. 1868

Smith&Smith, Nichols Ranch est. 1854

Wetherell Ranch Inc. est. 1868

125 Years or more of continuous operation:

Fred & Don Giacomazzi Farms est. 1893

Laugenour Ranch est. 1893

Moran Ranch est. 1870

Pluth's Homestead Ranch est. 1882

Schwinn Ranch est. 1880

100 Years or more of continuous operation:

Butte County Farm Bureau est. 1917

El Dorado County Farm Bureau est. 1917

Hat Creek Hereford Ranch est. 1903

Gorrill Ranch est. 1918

Kings County Farm Bureau est. 1918

Koopmann Ranch est. 1918

Mendocino County Farm Bureau est. 1918

Monterey County Farm Bureau est. 1917

Rapp Ranch est. 1916

Sunsweet Growers Inc. est. 1917

Tehama County Farm Bureau est. 1918

Sale of Champions (Sunday, July 15): For the third year in a row the event returned to the Tractor Supply Big Barn L1 show ring. 56 animals sold for \$162,200, with a total of \$25,827.60 add-ons, to amount to a total gross of \$188,027.60.

Sheep Show Grand Champion Market Animal Selection Livestreaming: The State Fair again partnered with Willoughby Livestock to livestream the entire Junior Market Sheep Show and the Grand Champion Market Animal Selection for all species on July 14, 2018. Many livestock shows and sales across the U.S. have taken to livestreaming services in order to publicize their events. This trend is exceedingly popular in the mid-west and allows for those who cannot attend the show or sale in person to still be a part of the action. With support from the media team and IT department, the livestream session began at 8:00 AM with the market sheep show, and was followed up later in the day for the Grand Champion Drive at 7:00 PM.

Junior/Open Livestock: This year 2,150 entries were judged in the Junior Livestock shows and 709 junior exhibitors competed. In the Open Livestock shows, 2,317 entries were judged and 552 exhibitors competed. The specialty shows for 2018 were the Golden State Oberhasli Specialty Show along with the Western Regional Dorper Show. New this year, the California Association of Texas Longhorn Breeders held their annual meeting at the Log Cabin. They're

very interested in expanding the show and working with CSF to make it a larger and even more successful show.

Below is a 3 year comparison chart by competition, summarizing total entries, judged entries, and exhibitors.

CHART I: Three year summary of entries.

| Section Title | Total Exhibits Entered | Total Exhibits Judged | Total Exhibitors Shown | Total Exhibits Entered | Total Exhibits Judged | Total Exhibitors Shown | Total Exhibits Entered | Total Exhibits Judged | Total Exhibitors Shown |
|---------------------------|------------------------|-----------------------|------------------------|------------------------|-----------------------|------------------------|------------------------|-----------------------|------------------------|
| | 2018 | | | 2017 | | | 2016 | | |
| Ag Mechanics | 20 | 16 | 16 | 23 | 19 | 23 | 27 | 22 | 15 |
| BOS Horse | 352 | 352 | 35 | 461 | 420 | 58 | 445 | 409 | 55 |
| Home Wine | 785 | 785 | 228 | 807 | 807 | 232 | 950 | 950 | 282 |
| Extra Virgin Olive Oil | 189 | 189 | 82 | 171 | 171 | 64 | 191 | 185 | 71 |
| BOS Livestock (Large) | 73 | 62 | 61 | 72 | 63 | 62 | 77 | 68 | 67 |
| BOS Livestock (Small) | 32 | 32 | 31 | 33 | 28 | 26 | 37 | 35 | 35 |
| Adult Canning & Baking | 1068 | 846 | 241 | 1032 | 975 | 256 | 1164 | 1013 | 272 |
| CA Crafts | 492 | 437 | 221 | 554 | 552 | 225 | 540 | 509 | 223 |
| CA Fine Art | 1018 | 189 | 146 | 875 | 211 | 324 | 1289 | 207 | 171 |
| Plein Air | 53 | 53 | 31 | 45 | 45 | 24 | 67 | 55 | 37 |
| Cheese | 145 | 142 | 23 | 129 | 127 | 19 | 169 | 169 | 26 |
| Commercial Craft Brew | 1580 | 1580 | n/a | 1488 | 1488 | 691 | 1204 | 1204 | 309 |
| Counties | 18 | 18 | 18 | 23 | 23 | 23 | 25 | 24 | 24 |
| Fur & Feathers | 1137 | 929 | 205 | 1182 | 998 | 225 | 1102 | 923 | 202 |
| Homebrew | 754 | 754 | 241 | 760 | 760 | 230 | 573 | 573 | 184 |
| Student Showcase | 1266 | 526 | 410 | 1390 | 1390 | 639 | 1472 | 1472 | 864 |
| Youth Canning & Baking | 259 | 219 | 79 | 227 | 227 | 84 | 220 | 207 | 92 |
| Photography | 2387 | 691 | 480 | 2228 | 2228 | 547 | 2257 | 2257 | 647 |
| Junior Livestock | 2867 | 2150 | 709 | 2960 | 2182 | 519 | 3188 | 2392 | 483 |
| Open Livestock | 2317 | 1711 | 552 | 3030 | 2512 | 383 | 4306 | 3725 | 369 |
| Commercial Wine | 2705 | 2705 | 354 | 2663 | 2663 | 711 | 2854 | 2854 | 748 |
| 100 Year Club | 11 | 11 | 11 | 16 | 16 | 16 | 12 | 12 | 12 |
| 125 Year Club | 5 | 5 | 5 | 3 | 3 | 3 | 3 | 3 | 3 |
| 150 Year Club | 4 | 4 | 4 | 2 | 2 | 2 | 4 | 4 | 4 |
| 175 Year Club | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 1 |
| Champion Challenge | 154 | 154 | 154 | 152 | 152 | 151 | 179 | 179 | 179 |
| Equine Champion Challenge | 40 | 40 | 40 | 63 | 63 | 63 | 60 | 60 | 60 |
| Scholarship | | | 26 | | | | 130 | 130 | 130 |
| Sale of Champions | 56 | 56 | 49 | 60 | 60 | 53 | 56 | 56 | 48 |
| TOTALS: | 19748 | 14617 | 4413 | 20449 | 18185 | 5653 | 22602 | 19698 | 5613 |



Horse Arena Report: 2018 was another very successful year at the horse arena. The Marketing and Graphic departments were amazing to the Horse Arena this year and the horse program participated in the opening ceremonies at the front gates, six morning shows on TV, a radio spot live, and two challenges on social media. Every night at 8pm no matter how hot the day was, our bleachers were full and we had fifteen rows of standing families! The Greatest Showman at 8pm was an amazing show! The riders would stay one full hour after each show to sign autographs and take pictures with the fair patrons. The Legends of the Horse had packed bleachers on a Monday and Tuesday night. The show was well received and

costumes were incredible. The 1st Responders Day was wonderful and the K9 attack dogs are always popular. Military Day tribute on horseback was a 2 hour show. The Free Ride Program is always a success and we had 40-50 kids on horses for FREE a day.

Best of Show Horse Show: The Best of Show Horse Show was moved to the week before fair. This resolved a lot of problems from the past and riders were happy. Once again, we had a talented group of riders and a really special team that came through and dominated the Equine Champion Challenge.

Car Show: The car show located at the Racetrack plaza was an wonderful collection of antiques, hot rods, low riders, custom paint jobs, hydraulics lifts, and truly one-of-a-kind automobiles. Fair guests were able to enjoy this fantastic collection of vehicles daily.

New this year- Tiny Home Village:

Racetrack Plaza was home to a tiny home village for the first 3 days of the Fair. With partnership from the Auburn Home Show, 4 tiny houses on wheels and one yurt were on display to the public. Builders proudly showcased these amazing, alternative housing concepts and were on hand to answer questions.

Military & Veterans Appreciation Day (Thursday, July 19, 2018):

Blood Source was the Presenting Sponsor of the day as (1607) Military & Veteran honorees were welcomed with FREE entry to the CA State Fair. This year the offer was extended to include active duty spouses and dependents in FREE till 3pm. Rear Admiral B. Pecha, Medical Cops United States Navy and Rick Pickering, Cal Expo C.E.O. conducted opening ceremonies at the patio of Guest Services with a performance from the U.S. Navy Band Northwest and the Ceremonial Guard Drill Team. Good Day Sacramento covered the [Maritime Strike Squadron 49 "Scorpions" Helicopter landing](#) which decorated Cal Expo front lawn along with educational booths with Navy Meteorology, Oceanography, Navy History & Heritage, and Navy STEM career information. [\(38\) military & veteran community organizations](#) came together and participated throughout fairgrounds providing resources, education, outreach and recruitment to fair guests. Cal Guard showcased at the Farm, an engaging museum collection of historic military uniform, armed weaponry and large tanks. The kitchen program hosted [MRE Cooking Challenges](#). The Equine Program showcased special performances of a flag presentation by the Boy Scouts, Boots & Bling Drill Team, Buffalo Solider & Sgt. Reckless presentations.



Penelope Knobloch, California State Military Reserve, Specialist
Jenny Ramirez, U.S. Army, E-4

First Responders Appreciation Day (Thursday, July 26, 2018):

Blood Source was the Presenting Sponsor of the day as 319 First Responding honorees were welcomed with FREE entry to the CA State Fair. As an Opening Practice, Media Director & Professional Yogi, Sabrina Washington, conducted [Yoga with Rabbits & First Responders](#) on Good Day Sacramento from the Fur & Feathers Exhibit Hall. Firefighters and Cal Expo Police Officers were given baby rabbits to hold and find a Zen moment in the heat of the day to practice their warrior pose, live on TV, while wearing bunny tails. There was an increase of (27) participating organizations (up from (16) in 2016, (21) in 2017) that educated and offered free resources, services and recruitment for first responding industry careers to interested fair guests. Other special programming for the day included, live demonstrations at the horse arena from the Sacramento Sheriff's Department K-9 Unit, The National Anthem performed by a [State Fair Mounted Officer](#) and 3 rounds of [Dinner 9-11 Cooking Challenge](#) between Police & Fire Departments. Cal Fire Sacramento took home First Place & the coveted Golden Bear this year!

OTHER UPDATES

Industry Involvement: Staff is working to compile and create awards entries for the International Association of Fairs and Expositions (IAFE) and Western Fair Association (WFA) upcoming annual meeting and conventions.

IAFE Entry Deadline: October 1, 2018

IAFE Convention: 'First Impressions' in San Antonio, TX – November 25-28, 2018

WFA Entry Deadline: November 9, 2018

WFA Convention: 'REMIX Traditions with Tomorrow' in Reno, NV – January 20-23, 2019

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