

State of California

California Exposition & State Fair
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MEMORANDUM

Date: March 5, 2020

To: Board of Directors
California Exposition & State Fair

Via: Rick Pickering, General Manager/CEO
California Exposition & State Fair

From: Rachelle Weir, Program Manager
Jay Carlson, Ag Programs Manager

Subject: March Board Report

2020 FAIR PROGRAM UPDATE

- **NEW! California Counties Showcase: Love your County!** A new featured exhibit is in the planning stages, the exhibit will highlight and represent all 58 counties in California and will be displayed in building B.
 - EXHIBITION DISPLAYS INCLUDE:
 - Grow: highlighting the top agriculture counties in CA
 - Shine: highlighting arts and entertainment in the counties
 - Play: recreation opportunities in the counties
 - Marvel: geographical wonders of the counties
 - Live: special communities and family life in counties
 - Explore: places to see and tourism in counties
 - Create: significant achievements or ingenuity from counties
 - The 58- poster sized displays of each county will include text inspired by the topics listed above and the counties exhibit at the CA State Capital.
 - Opportunities for individual Counties to participate in the exhibit include: County tourism videos, volunteer docents at the information booth, brochures, swag give-a-ways for scavenger hunt participants.

- The California State Fair Kitchen will host **Taste of California workshops**, offering in-depth discussions, education and tasting opportunities for California Wine, Olive Oil, beer, honey and cheese.
 - This area will also hold: Canning & Baking Competition Judging

COOKING THEATRE

- Cooking Demonstrations (various guest chefs & orgs.)
- Cultural Advisory Council Cooking Demonstration, Postal Service Cooking Challenge, Professional Chef Challenge, MRE Chef Challenge (CalVet),
- Dinner 911 Cooking Challenge (First Responders), High School Cooking Challenge, Culinary School Cooking Challenge
- Day of Flowers (CA Floral Association)

“Outstanding In Their Field” Specialty Crop Block Grant exhibit, year 2

- California Specialty Crop Products Sampling Booths
- **Farm to Glass exhibit** will return this year and be located in the Floriculture area next to the Wine Garden.

Expo Center

- Silent Disco, building 1
- NEW: Sweet Selfie Experience, building 2
- Crafts and Student Showcase Competition Gallery, building 3
- NEW: Cats and Dogs Exhibition, building 4
- Esports, building 5
- Small Animals, building 6
- Fine Arts Competition Gallery, building 7

2020 STATE FAIR AGRICULTURAL PROGRAM UPDATE

- **Counties Exhibits** - We currently have 3 committed counties for exhibit space for 2020: Mendocino, Santa Cruz and Solano. This will complement the curated Counties Exhibit representing all 58 counties.
- **Farm School Tours** - Our upcoming 2020 Spring Farm & Forest School Tours will begin on Tuesday, April 7 and run through Thursday, May 7, 2020. Fall Farm & Forest Tours will run from September 15 to October 22, 2020. Registration for both Spring & Fall tours is available online. In 2019, we provided tours to almost 50 schools and over 2,000 students, with over 850 being from Title 1 schools.
- **The Farm** – as part of the Monarch Watch program we will be creating a Monarch Butterfly Waystation in the Farm. To offset the loss of milkweed and nectar sources and to contribute to monarch conservation, we will create a monarch habitat to help educate fair guests about the plight of the monarch butterfly. The habitat will consist of two species of milkweed in a 10' x 15' space integrated into the Farm.

We will also be creating a container gardening area to showcase different types of container gardening that can be done at home.

We are working with EZ-Clone Enterprises on creating a fiber exhibit to emphasize multiple aspects of agriculture at the Farm. We will be highlighting the industrial and consumer uses of hemp including engaging facts and the long interesting history of the hemp plant.

- **Camp Smokey** - Every year the U.S. Forest Service, CAL FIRE, Bureau of Land Management, U.S. Department of Indian Affairs and Sacramento Metropolitan Fire collaborate to bring visitors of the California State Fair a fun, educational and interactive fire safety exhibit called "Camp Smokey." Smokey Bear will make regular appearances throughout the day to re-enforce the fire prevention messages kids will learn.

- **The Horse Arena** – 2020 we have some great changes and new additions to our Cavalcade of Horses!
 - The County Fair Best of Show Horse Show will held on August 1 – 2, 2020. This will be the last weekend of the fair and will include the Equine Champion Challenge and the Queen Contest. A horse clinic will be offered to participants on Friday, July 31st.
 - Special Equine Entertainment will be on display for the first and second weekend of the fair, which will include Fell Pony performances, horses working in harmony called Liberty Horses, Performance Mules & Donkeys and working dog demonstrations.
 - One of the “Mane Event” shows for 2020 will include THE PIRATES OF THE PACIFIC (lost souls of the sea) that will include double jumping horses, gymkhana Barrel racers standing up on their horses, trick riders, aerialist, reiners, a carriage, acrobats on horseback, and cowboy dressage!
 - The Free Ride program will be back with some fun changes. It will be called the “Free Rein Trail Course” for 2020. Kids will be able to experience a mini-trail course ride learning how to rein their horse. Riders will be guided and assisted by wranglers.
 - Cavalcade performances and shows will begin at 12 noon each day and will continue with shows on the hour. We are looking forward to an exciting year!

- **Best of California Tasting Reception & Gala** – Thursday, June 25, 2020

- **Sale of Champions** – Sunday, July 19, 2020. The Sale of Champions will continue to be held in the L1 Show Ring.

- **Agricultural Heritage Club** – Wednesday, July 22, 2020. The Agricultural Heritage Club Breakfast and Award Ceremony will continue to be held in the Club House. We are currently working on outreach to new and milestone inductees. We are also producing an exhibit in Building A/B to showcase all members of the club.
- **Ag Awareness Day** – Wednesday, July 22, 2020. This is a new event for 2020 that aims to provide a fun, interactive, and educational opportunity for fairgoers to learn about California agriculture at the California State Fair. There will be an “Ag-Tivity” book available at each entrance gate, which will include a passport and interactive activities that connect to each Ag location on grounds (Livestock Barn, Goat Mountain, Cavalcade, Farm, Fur & Feather Building, etc.).
- **California Crafted** – Sunday, August 2, 2020. This is a new and improved Beer Festival, from the previous Best of California Brewfest. California Crafted will be held in the evening at the Golden 1 Stage and will have live music throughout the event.
- **Competition Info**

- The following competitions have completed judging. The Homebrew Competition went well overall, but was down in entries from last year. The Olive Oil competition was very successful and was up in entries this year.

Extra Virgin Olive Oil Best of Show: Frantoio Grove

Extra Virgin Olive Oil Best of Show: ENZO Olive Oil Company

| | 2020 Entries | 2019 Entries |
|------------------|--------------|--------------|
| Home Brew | 647 | 838 |
| Olive Oil | 157 | 128 |

- The following competitions are either currently open or will be open soon:

| Competition | Entries Open | Entries Close |
|---------------------------------|-------------------|---------------|
| Ag Mechanics | May 04, 2020 | June 17, 2020 |
| Canning & Baking | April 01, 2020 | June 24, 2020 |
| County Fair Best of Show | May 11, 2020 | July 03, 2020 |
| Crafts | February 27, 2020 | May 15, 2020 |
| Commercial Brew | | |
| Commercial Cheese | March 30, 2020 | May 01, 2020 |
| Commercial Wine | March 30, 2020 | May 22, 2020 |
| Fine Art | February 27, 2020 | June 05, 2020 |
| Fur & Feathers | May 04, 2020 | June 17, 2020 |
| Home Wine | March 30, 2020 | May 06, 2020 |
| Horse Show | May 11, 2020 | July 03, 2020 |
| Junior Livestock | May 04, 2020 | June 17, 2020 |
| Open Livestock | May 11, 2020 | June 24, 2020 |
| Photography | February 27, 2020 | June 05, 2020 |
| Plein Air | February 27, 2020 | July 08, 2020 |
| Student Showcase | February 27, 2020 | May 15, 2020 |

<http://www.castatefair.org/participate/competitions/>