

State of California

California State Fair
1600 Exposition Boulevard
Sacramento, CA 95815
Tel: (916) 263-3000
Fax: (916) 263-7903

MEMORANDUM

Date: February 10, 2019

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 Program Manager

Subject: Board Report

2019 FAIR PROGRAM UPDATE

RETURNING PROGRAMS

- Save Mart California's Kitchen will again host "Taste of California" workshops, offering in-depth discussions and tasting opportunities for California Wine and Olive Oil in a classroom setting.
- The Cooking Theatre will host a full line up of live cooking demonstrations as well as many competitive events such as the Post Office Cooking Challenge, MRE Cooking Challenge, High School and 4-H Cooking Challenge, Dinner 911! Cooking Challenge, Out at the Fair Cooking Challenge and the Professional Chef Cooking Challenge.
- "Life's Big Ag-Venture!" Created last year, as a partial grant from the California Department of Food and Agriculture, will be back for a second year. This is an exhibit designed to create awareness of careers in Agriculture. "Life's Big Ag-Venture!" is an educational exhibit modeled after the board game "The Game of Life" This project encourages interest in agricultural careers and joining Ag associated support organizations (FFA & 4-H). The exhibit will simulate a person's travels through career aspirations in agriculture while providing hands-on inter-active activities related to agricultural learning experiences, while encouraging participants to join local agricultural organizations upon games end.

Expo Center

- Building 1
Quiet Events: Back for a second year. This fun, interactive dancing activity with DJs creating a music club environment was a big hit in 2018.
- Building 2
New this Year - The Selfie Spot: A fun, interactive exhibit filled with colorful props and backdrops, creative environments for taking photos and for posting on social media. This is an exhibit designed for families and guests of all ages.
- Building 3
California Crafts: A competition and showcase of California's best handmade clothing, textiles, quilts, crafts and handcrafts such as woodworking and ceramics.
Student Showcase: A showcase of student talent representing California youth 5 -19 years of age competing in fine arts, photography, crafts, technology, natural science, mechanical science and clothing divisions.
- Building 4
New this Year: - California Community Colleges, CCC presents:
Career Education Center: We are in the early planning stages for an exhibit created and staffed by CCC Maker staff and students. CCC will create a Career Education Center, which will showcase the unique adult education opportunities and student program pathways that the California Community Colleges has to offer residents and guests from all over California. This interactive hand on Maker environment will showcase technologies such as robotics, coding, large format printing and sewing.
- Building 5
New this Year - Esports Arena: Showcasing Esports tournaments, education, and hands on interactive play. Tournaments for professional and amateur players each weekend and Jr. tournaments for the younger players on "Kid's Days". Games for play will include Overwatch, Fortnite, Smash Bros, and NBA2K. This exhibit has a great potential for sponsors in the Esports gaming world.
- Building 6
Fur and Feathers
- Building 7
California Fine Art & Photography: California's best artists competing for top awards.

Floriculture Tent

The Farm to Glass exhibit will be returning to the Floriculture tent near the Wine Garden and wine slushy bar. This will be an educational exhibit on the agricultural products used in producing California wine, beer and distilled spirits with expanded seating areas and musical performances.

Extra Virgin Olive Oil Competition - Judging Date: February 21, 2019

Orietta Gianjorio, will be returning as head judge for this event. Promotional efforts include social media outreach as well as notification to previous entrants to encourage their participation once the online entry opportunity opens on January 15, 2019. The competition guide has been posted on our website.

<http://www.castatefair.org/california-commercial-extra-virgin-olive-oil>

Counties Exhibits Program

The Counties Program, with 22 Counties represented in 2018, is the featured program in building A. We are focused on creating memorable moments for our visitors and there is no better way to provide this opportunity than our annual California Counties Showcase! This year's theme is "Picture Yourself in..." each county will allow fairgoers to selfie their way through California in a day. We challenge each county to showcase how their county is unique and creates memories and experiences for visitors of all ages.

There have been several significant changes to the California Counties Showcase for 2019 some of which are listed below:

- Counties will now be able to enter online using our online entry system, **ShoWorks**.
- We will be changing from the Danish Judging System to American Judging System. Each entry in a division is judged in comparison to the other entries in the division. Entries will be placed first, second, third, honorable mention according to relative merit. There will be no more than one first, second, third, etc. per division.
- **New County Collaboration** – Two (2) or more Counties collaborate to construct an exhibit showcasing both counties in one exhibit space (Can be Professional Built or Non-Professional Built)
- We have made significant changes to the Special Awards & Premiums given. Premiums are solely given per award (Premiums will no longer be based off square footage.)
- New judging criteria
- Exhibit Space options have changed and now include, 10x10 (New), 10x20, & 16x16
- Exhibit Design Rules & Requirements have also changed. 2-dimensional displays are acceptable and counties have the option to create a "Mail It In" exhibit. Counties are not required to staff their booth, or construct a map of California with their county location.

Commercial Wine Competition - Judging Date: May 29-31, 2019

Mr. Mark Chandler will be our Chief Judge, assisted by our wine cellar coordinator, Ms. Marilyn Langhorst. This year Stacey Winton will be our volunteer coordinator. The Competition preparation and set up is well under way and we are in the process of coordinating the Wine Judge's dinner. Entries open on March 18, 2019.

Commercial Cheese Competition - Judging Date: May 8, 2019

Plans are well under way working with our assistant cheese coordinator, Ms. Marilyn Langhorst. Competition format will continue as it was in 2018. Event will be held in Expo Center Building 5.

Homebrew Competition - Judging Date: March 8-10, 2019

Staff, in conjunction with Sac Area Brewers Guild (SBG), has secured Expo center Building 5 as an onsite location for this event. Cal Expo has partnered with coordinator, Mike Witherow, and the SBG to assist with the registration and judging of the event.

Home Wine Competition - Judging Date: May 18, 2019

Awards Ceremony Date: Sunday, June 8, 2019

We are in coordination with the Sacramento Home Winemakers, and Tom and Rebecca Ramme, who will be assisting staff with the competition. Award ceremony will be held at the Clubhouse with the same format as 2018.

Gala - Thursday, June 27, 2019

The Ag Advisory Council Gala Sub-committee is consistently meeting with Cal Expo staff and Friends of the Fair to discuss options and plan for this year's event. Sponsorship opportunities are currently being pursued and secured.

Best of California - Thursday, June 27, 2019

California State Fair's Best of California celebration will take place at the Gala reception on June 27. This provides the opportunity for our award winners from the Olive Oil, Commercial Wine, Cheese and Commercial Craft Brew competitions to showcase their products. Recognition of the top winners will be at the Awards Ceremony held on the west steps of the Capitol on the morning of June 27th.

Sale of Champions - Sunday, July 14, 2019

For 2019, we are working to develop a setup that will be more conducive to the event, save on costs associated with set up, and tear down.

Ag Heritage Breakfast and Awards Ceremony - Wednesday, July 17, 2019

We are happy to announce that the Ag Heritage committee has begun obtaining qualified applicants. All agribusiness related industries may apply for the club as long as they justify their agriculture connections. We plan to reach out to the list of current members and encourage them to participate in Fair related events other than just the Ag Heritage Breakfast.

Commercial Craft Brew Awards Ceremony and Brewfest - Saturday, July 20, 2019 (Tentative)

The improved VIP area and streamlined ID checks process from 2018 will continue in 2019.

Equine Competition

Staff is planning and preparing the equine programming for the Horse Arena. The 2018 shift to move the County Fair Best of Show Youth Horse Show to the weekend before the opening of the fair was very successful. Staff continues to make improvements and appreciates the support of the Agriculture Advisory Council Equine Programs committee.

Farm/School Tours

Staff has already begun preparing and planning the field crop bed designations for Fair time and Spring/Fall school tours. Staff is working collaboratively with CDFA, AG in the Classroom, CAL Fire and other agencies to develop a new Farm Tour Insect Pavilion activity station. Inside the Insect Pavilion, students will learn about Biodiversity, Invasive Insects, Pollinators, and Climate Change.

Livestock

We are finishing finalizing our livestock competitions as we secure Breed Proposals for competitions and events. Open and Junior Livestock and Fur & Feathers Guidebooks are being reviewed and updated.

2019 Livestock Judging Dates:

July 11 – 15, 2019: Jr. Market & Breeding Beef, Sheep, Swine & Goats

July 14, 2019: Sale of Champions

July 16 – 19, 2019: Open Beef, Nigerian Dwarf Goats, Boer Goats & Pygmy Goats

July 20 – 24, 2019: Jr. & Open Dairy Cattle & Dairy Goats

July 25 – 28, 2019: Open Sheep, Longhorns & Llamas

2019 Fur & Feathers Judging Dates:

July 10, 2018: Junior Small Animal Market Classes

July 11 – 14, 2019: Junior Rabbits

July 15 – 18, 2019: Junior Poultry

July 19 – 21, 2019: Junior & Open Cavies

July 20, 2019: Junior Dog Show

July 22 – 25, 2019: Open Rabbits

July 26 – 28, 2019: Open Poultry