

State of California

California Exposition & State Fair
1600 Exposition Boulevard
Sacramento, CA 95815
Tel: (916) 263-3010
Fax: (916) 263-7903

MEMORANDUM

Date: March 16, 2018

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

2018 FAIR PROGRAM UPDATE

- **“Life’s Big Ag-Venture!”** will provide an educational exhibit modeled after a board game to be showcased at the California State Fair in Building B. This exhibit encourages interest in agricultural careers and joining Ag associated support organizations. The exhibit will simulate a person's travels through career aspirations in agriculture while providing hands-on interactives related to agricultural learning experiences while encouraging participants to join local agricultural organizations upon games end. *This exhibit is partially funded by a grant.*
- A new featured exhibit is in planning stages: **National Geographic** Photography exhibit titled: **“The future of Food”** will be showcased in building B.
 - Food connects us, nourishes us, and defines us. In our rapidly changing, globalized world, we need to understand how food has made us who we are today and how it shapes our future. This exhibition takes a look at how we will grow and eat in the future to meet the needs of an expanding population. Food does more than just keep us alive. It plays a central role in connecting us to the land, to cultural heritage, and to each other.



- EXHIBITION SECTIONS: Feeding 9 Billion, Aquaculture, Land Grab, Hunger, Evolution of Diet, Green Revolution, Food Waste, Vintage
- Text topics: What does it take to feed 9 Billion, Food Waste, Evolution of Diet and California's Role in Feeding the World
- Featuring 50 images.
- Cal Expo Staff will further the conversation of food as a common language and California's role in food production on a global scale.



- 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: Apps for Ag and Youth Canning & Baking Competition

COOKING THEATRE

- Cooking Demonstrations (various guest chefs & orgs.)
- Cultural Advisory Council Cooking Demonstration, Postal Service Cooking Challenge, 4-H 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)

THE GRILL

- Cooking & Grilling Demonstrations (various guest chefs & orgs.)

CALIFORNIA SAMPLING CENTERS

- Extra Virgin Olive Oil Sampling Booth
- Honey Shoppe
- California Products Sampling Booths (1-2)

- **Farm to Glass exhibit** will return this year and be located in the Floriculture area next to the Wine Garden. This will be an educational exhibit on the agricultural products used in producing California wine, beer and distilled spirits.



Expo Center

- New this year: **Quiet Clubbing/Silent Disco** will be featured in Expo Center building one. This exhibit features DJ's playing music which guests hear through headphones. Dance Party "A Silent Disco Experience" is an exciting, interactive environment to enjoy music and dance with family and friends. DJ's get the crowd excited and create a fun, highly energetic event.
 - Enjoy good music and dance with family and friends; it is fun for all ages.

- New: Experience a great Selfie sharing event and Social Network event.
- **Whale Tail**- a California Coastal Commission Grant, will be returning to building 2 in Expo Center.
- **CA State Parks** has expressed interest in a building exhibit in Expo Center and we are waiting for confirmation from their management.
- The new wall system purchased for Expo Center and Buildings A/B in 2017 worked very well and will streamline the setup and installation for CSF Exhibits in 2018.
- Competition Books are online earlier this year, at this time: Culinary, Fine Art, Crafts, Student Showcase and Photography are online and taking entries.

2018 STATE FAIR AGRICULTURAL PROGRAM UPDATE

- **Counties Exhibits** - We currently have 17 committed counties and have extended our entry deadline into April. Our media department has sent out an email blast to all California counties reminding them of what a fantastic opportunity they have here during our great State Fair to show the masses just what their county has to offer!
- **Farm School Tours** - Our upcoming 2018 Spring Farm & Forest School Tours will begin on Monday April 9th and run through Thursday May 17th, 2018. This year we've added Monday's to our calendar to accommodate the demand! This will give us 6 additional days in the Spring and Fall. To date we're about 80% full and expect to be completed booked very soon.
- **The Farm** – the greenhouse roof replacement is complete as well as the addition of a new climate control system. The completion of these projects allows staff to begin planting seedlings earlier than before.



- A Gourds exhibit and activity! During the 17 days of the Fair we'll be having Gourds on display, including a bed of various gourds growing, gourd carving demos, beading instruction, wood burning demos, and gourd painting for the kids! The local Gourd Society will be on hand each day with these activities educating kids and fairgoers about the history of gourds. We're also working with Tabitha

Yang at the Bohart Museum on the UC Davis campus to have some new and interesting insects and spiders in the Insect Pavilion this year... highlighting Spiders of California.

- **Camp Smokey** is always a popular and cool spot at the State Fair and this year they're looking to make an area dedicated to 'Fire Resistant Plants' and possibly add a wishing well to the waterfall area. They are also considering having an 'After the Fire' area showing the growth and rebuilding process that is impacted a

large number of Californians affected by the wildfires this year. They will also continue with their popular “Passport Program” with Smokey the Bear Bandanas.

- **The Horse Arena** – We will be moving the County Fair Best of Show Horse show dates to July 7-8, 2018. Prior to opening of the State Fair. We all believe these changes will improve the overall quality of the show in regards to staffing and it should help increase the number of exhibitors and entries. There are several new things that



we are working on for 2018 which include: 12 Strong & War Horse Tribute; “Mane” Event: The Legend of the Horse; “Mane” Event: Tribute to “The Greatest Showman”; “Disney All Star Show” and Boots & Bling Drill Team.

- Currently we have over 15 different horse disciplines that will be represented during this year’s fair along with over 20 different horse breeds that will be on display for the Carousel of Breeds.
- We are very pleased with the level of entries as these three are up. Entry totals are as follows:

Entry deadlines have closed.	2018 Entries	2017 Entries
Home Brew	775	760
Commercial Wine	2702	2650
Olive Oil	188	170

- Entries are currently being accepted for the following:

Entry deadlines vary.	2018 Entries to date
Home Wine	436
Photography	42
Student Showcase	5

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