

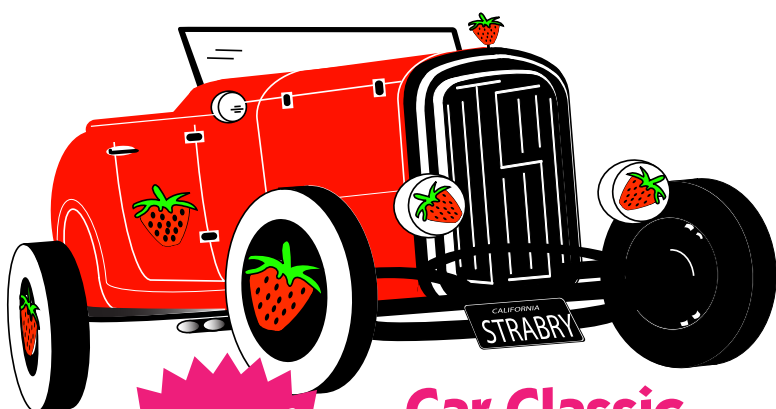


MOTHERS DAY WEEKEND
SAT-SUN MAY 11 & 12
PLACER COUNTY FAIRGROUNDS IN ROSEVILLE
(916) 786-2023 OR WWW.FEEDMEBERRIES.COM



Presenting

Don't let Mother's Day weekend pass you by without sinking your teeth into some juicy, red strawberries at BerryFest 2013. Come ready for kickin' good live music, family-friendly arts and crafts, cooking demonstrations, pageant and eating competitions, and, of course, scrumptious strawberry treats at the Placer County Fairgrounds in Roseville on May 11 and 12.



*Cruise
on in!
May 12*

Car Classic

Forget the bells and whistles — it's all about red paint jobs and strawberry-themed décor. Think your car is "strawberry" enough to take top prize? Cruise on over **Sunday** and have it judged by your peers for a chance to drive away with one of 17 awards — the top Strawberry Choice award will be given to the car that is most reminiscent of a strawberry. **Cars will line up starting at 10 a.m. and awards will be given out in the beer garden at 4 p.m. (For cars 1973 and Older)**

Princess Pageant

See the sweetest little berries compete Saturday at the Little Berry Pageant. In this contest, it's the girl with the most dazzling personality who takes top prize. Babies and toddlers ages 6 months to 2 vie for Miss Itty Blueberry and Tiny Miss Raspberry, and young girls ages 3 to 6 compete for Wee Miss Cranberry and Little Miss Mulberry. Girls ages 9 to 13 compete for titles of Little Miss Strawberry, Miss Huckleberry and Miss Boysenberry. All contestants will receive a crown.

Preregistration is required.
The pageant starts at 11 a.m. on the Mahan Stage.



Growing Families

Take a break from all those berries and help Placer Kids, which believes every child deserves a permanent, loving home. The nonprofit organization, founded as a partnership between Sierra Forever Families and Placer County's Children System of Care, will be at BerryFest this year in hopes of placing children with families. Last year, Placer Kids placed two children with families through their outreach at the BerryFest. The organization hopes to find more loving families for waiting children amidst the strawberries this year.



**Shortcake
Eating
Contest**
Sign up with Boy
Scouts!
4-4:20 p.m.



Schedule of Events

SATURDAY, MAY 11, 2013

- 8 - 10 A.M.** Boy Scout Strawberry Pancake Breakfast
- 10 A.M.** BerryFest Opens, Miss All American Speedway Pageant (Mahan Stage)
- 11 A.M.** Little Miss Strawberry Pageant (Mahan Stage)
- 1 - 5 P.M.** Dance performances (Mahan Stage)
- 2 - 2:30 P.M.** Berry Parade

SUNDAY, MAY 12, 2013

- 7:30 A.M.** Car Lineup Starts
- 8 - 10 A.M.** Boy Scout Strawberry Pancake Breakfast
- 10 A.M.** BerryFest Opens
- 2 - 2:30 P.M.** Parade
- 11 A.M. - 3 P.M.** Dance performances (Mahan Stage)

BEER GARDEN CONCERTS

SATURDAY, MAY 11, 2013

- 11 A.M. - 2 P.M.** Apple Z band
- 3 - 6 P.M.** Department of Rock band
- 4 P.M.** Shortcake Eating Contest

SUNDAY, MAY 12, 2013

- 11 A.M. - 2 P.M.** Mad Dash band
- 3 - 6 P.M.** Super Huey band

HAPPENING BOTH DAYS IN THE KIDS' ZONE

- 11 - 11:35 A.M.** Gordi The Banjo-ologist
- 11:45 A.M. - 12:20 P.M.** Izzi Tooinsky, Albanian Juggling Comedy
- 12:30 - 1:05 P.M.** Princess Libby and her Amazing Hoops
- 1:15 - 1:50 P.M.** The Anderson Family
- 2:45 - 3:20 P.M.** Gordi The Banjo-ologist
- 3:30 - 4:05 P.M.** The Anderson Family
- 4:15 - 5 P.M.** Dance Party with Izzi and Libby



BerryFest 2013

Local farmers will provide certified organic strawberries at the peak of perfection for sale and also to vendors for all of those treats. There will be a kids zone with family-friendly entertainment and a beer garden for all of those thirsty adults—don't forget to try some strawberry brew by Roseville Brewing Company or a strawberry margarita. The festival benefits the Boy Scouts, American Legion and the Placer County Fair Association.

Growing Up in the Kitchen

by KENDALL FIELDS

At 9 years old, Mason Partak is already a sought after chef, taking trips to New York for interviews and making appearances at California festivals and fairs.

The Auburn resident, who says he started using a knife at age 4, always liked cooking with his mom, Kathy, because it was fun to create new dishes or revamp dishes he didn't like. Last year, when Kathy was asked to do a cooking demonstration by her friend who coordinates a local tomato festival, Mason took the reins and asked to do the demo on his own.

"[Cooking demonstrations] are fun because I can teach other kids how to cook, and then they will know what to do when they are older," Mason says. "They can have fun at home and make a snack or, if they are good enough, they can make things for their family to eat."

And it's his personality that really shines, says Kathy. To prepare for a cooking show, Mason

says he listens to music to get pumped up. "I just want to get ready to go out and do it so I can really be the kid who knows what he is doing," says the third-grader. At the recent Mountain Mandarin Festival, Mason proved he knows what he is doing by winning an award for his beef mandarin sliders.

Mason personalizes his dishes, making them more kid-friendly, Kathy explains. "He is really just exploring food," Kathy says. "He figures out recipes by assignment and he challenges himself by asking 'What would make kids like this?'"

For BerryFest 2013, Mason will be cooking up a savory twist on the classic bruschetta, replacing tomatoes with strawberries. The dish features fresh strawberries atop a crostini with scallion cream cheese that's drizzled with a balsamic vinegar sauce.

"I'm excited about the strawberry festival this year because I get to cook with strawberries, which are a fruit that I really love."



Photo Courtesy of Kathy Partak

COOKING DEMOS SATURDAY

- 1 P.M. Michael Marks
- 2 P.M. Mason Partak
- 3 P.M. Doshie DelNero
- 4 P.M. Michael Marks

SUNDAY

- 1 P.M. Michael Marks
- 2 P.M. Mason Partak
- 3 P.M. Doshie DelNero
- 4 P.M. Michael Marks

Scout-O-Rama

The Boy Scouts and Girls Scouts will team up again this year to show what it means to be a Scout.

The Iron Horse District of the Golden Empire Council, which includes Boy Scouts from Roseville and Granite Bay, will celebrate its Scout-O-Rama with the same traditions practiced by thousands of Scouts around the country.

"The idea is to showcase all of the different programs we have in the Boy Scouting program," says Orion Endres, a former Boy Scout and the district's membership chairman.

An estimated 600 Boys Scouts and Girl Scouts will combine their resources to highlight the benefits of their respective youth organizations.

While Boy Scouts are having fun and enjoying all of BerryFest's exhibits, food, music and competitions, they will be simultaneously striving to earn a merit badge.

In conjunction with other service and military organizations' offerings — trick horses to mule packing, a climbing wall to children's plant potting for Mother's Day — an estimated 600 Boys Scouts and Girl

Scouts will combine their resources to highlight the benefits of their respective youth organizations during Scout-O-Rama.

"What we will end up having is different booths [of Boy Scouts and Girls Scouts] in different areas doing different activities," Endres says. "We are going to have a monkey bridge, which ties into the pioneering merit badge. That involves a lot of lashing with ropes and towers."

Two groups of Boy Scouts will camp overnight at the fairgrounds, beginning on the Friday night before the show. On Saturday, the Scouts will showcase what a model Boy Scout campground looks like, with everything from tents to stoves and dining areas to campfires. The Boy Scouts will also serve a pancake breakfast. The \$8 tickets include admission to the rest of Scout-O-Rama.

Endres explains that while BerryFest had many attractions previously, it lacked activities for youth aged 7 to 17. The Boy Scouts and event organizers agreed upon Scout-O-Rama as a win-win situation.

"Scouting was founded as fun with a purpose," Endres says. "And the purpose is citizenship, physical fitness and character development. And that's having boys learn the scout oath and living by it. Scout-O-Rama is all about that."

Tickets to Scout-O-Rama, which are good for either day of BerryFest, are available at A-1 Comics, 818 Sunrise Ave., Roseville, (open 10 a.m. - 9 p.m.) and Pacific Street Cafe, 310 Lincoln St., also in Roseville, (open 6 a.m. - 2 p.m.). The event is scheduled 10 a.m. to 4 p.m. as part of the two-day BerryFest.

Short Stacks, Big Flavors

Dig into a sizzling, syrupy stack of strawberry-topped pancakes at BerryFest courtesy of your local Boy Scouts. This fundraiser will benefit the Boy Scouts of Troop 828, who will serve these short stacks along with sausage, coffee, orange juice or milk from **8 - 11 a.m. on Saturday, May 11, and Sunday, May 12.** Pancake breakfast tickets cost \$8 at the door, while kids 5 and younger eat for free. Buy presale tickets or arrive before 9 a.m. to enter the festival free after you fill up on these delicious pancakes.





Cultivating A Passion For Produce

by **SUKHI BRAR**

Chef Michael Marks will serve up some sensational strawberry dishes at this year's BerryFest. Marks, a produce expert, began his education on the world of fruits and vegetables as an Amador County grocery store clerk in 1978. He was assigned to the produce section – something he knew nothing about.

“These little old ladies who had grown up on the old farms in Italy and Yugoslavia would come in, and I would follow them around asking them questions,” Marks says. “I would ask them why they picked that cantaloupe and why it was a good one, things like that.”

Eventually, Marks moved into produce sales, where he picked up produce tips from some of the best chefs in Northern California.

“Some chefs knew, OK, here is Marks again. He is going to ask a hundred questions like, ‘Why are you chopping the cauliflower that way?’” Marks says.

As part of his sales strategy, Marks began delivering complimentary produce to all of the radio stations in town.

“Dewey Hopper of Channel 13 heard me on the radio talking about kiwis, found out who I was and asked me if I wanted to try television,” Marks recalls.

That was 23 years ago. Today, Marks is still making weekly television appearances on CBS 13, teaching the Sacramento region about produce. He also appears regularly on *Good Day Sacramento* and is a spokesperson for Raley's and Bel Air.

Marks is excited to be demonstrating strawberry recipes, like his strawberry butter, at this year's BerryFest, complete with free samples of his delicious creations. He will also serve as Master of Ceremonies for all of the cooking demonstrations.

Find out more about Michael Marks at www.yourproduceman.com.



Michael Marks' Strawberry Butter

“ The easiest way to enjoy summer all year long! ”

INGREDIENTS

- 1 cup strawberries
- ½ cup unsalted butter softened to room temperature
- ¾ cup powdered sugar

DIRECTIONS

Wash, stem and slice the fresh strawberries. Set them aside. Then, cut the butter into small pieces. Next, using a food processor or electric mixer, add strawberries and sugar. Mix until smooth. Enjoy!

TIP FROM THE CHEF

Freeze strawberry butter in a wax-paper roll. Take it out when you need it for something like waffles!

