

COME
to MY
Festival



ALL MOTHERS DAY WEEKEND
SAT, MAY 12 - SUN, MAY 13, 2012
PLACER COUNTY FAIRGROUNDS IN ROSEVILLE

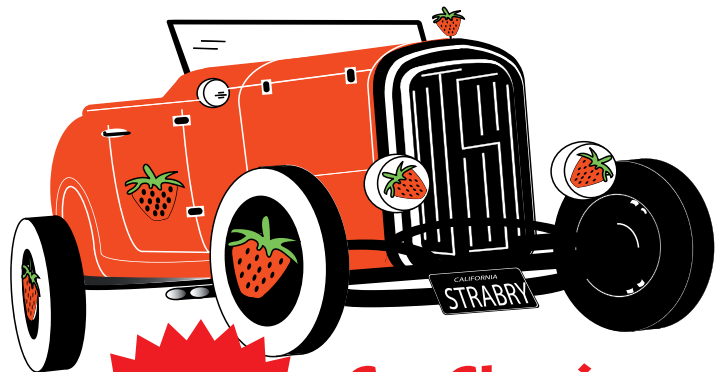


Presenting

Don't let Mother's Day weekend pass you by without sinking your teeth into some juicy red strawberries at Berry Fest 2012. 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 12 and 13.

Princess Pageant

See the sweetest little strawberries compete **Saturday from 1-2:15pm at the Little Miss Strawberry Princess Pageant**. In this contest, it's the girl with the most dazzling personality who takes top prize. Toddler girls ages 1 to 2 vie for the title of Tiny Miss Strawberry, young girls ages 3 to 5 compete for Wee Miss Strawberry, and girls ages 6 to 9 try for a chance at Little Miss Strawberry. Preteens and teens aged 10 to 12 and 13 to 15 compete for titles of Jr. Miss Strawberry and Jr. Teen Strawberry.



*Cruise
on in!
May 13*

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 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 10am** and awards will be given out in the beer garden at 4pm.

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 Berry Fest this year in hopes of placing children with families. Last year, Placer Kids placed two children with families through their outreach at the Berry Fest. The organization hopes to find more loving families for waiting children amidst the strawberries this year.



Schedule of Events

BEER GARDEN CONCERTS

SATURDAY, MAY 12, 2012

11AM-2PM: The Golden West Trio Band
featuring Miss Kay Marie

3-6PM: Briefcase Full of Blues
(Tribute Band to the Blues Brothers)

SUNDAY, MAY 13, 2012

11AM-2PM: The Hot Rods

3-6PM: Because (Tribute Band to the Beatles)

HAPPENING BOTH DAYS

8-11AM: Boy Scouts Pancake Breakfast

10:45-11:15AM: Little Family Band

11:20-11:35AM: Princess Libby

11:35AM-12:05PM: Izzi Tooinski's Little Giant Theater

12:15-12:45PM: Magical Moonshine Puppets

12:45-1:15PM: Parade around the Fairgrounds

1:15-1:45PM: Izzi Tooinski's Little Giant Theater

1:50-2:05PM: Princess Libby

2:15-2:45PM: Little Family Band

3-3:30PM: Magical Moonshine Puppets

3:45-4:15PM: Izzi Tooinski's Little Giant Theater

4:30-5:15PM: Kids Dance Party



Shortcake Eating Contest

SATURDAY: Kids
SUNDAY: Adults

4-4:20pm

Berry Fest 2012

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 Lost Coast or a strawberry margarita. The festival benefits the Boy Scouts, Downtown Roseville Partnership, Roseville Historical Society, and Moose and Elks Lodge.

Cultivating a Passion for Produce

by SUKHI BRAR

Chef Michael Marks will serve up some sensational strawberry dishes at this year's Berry Fest. 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 said. "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 said.

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 recalled.

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 at this year's Berry Fest, 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



COOKING DEMOS

SATURDAY, MAY 12, 2012

- 11AM Doshie Delnaro with the Java Rig
- 12PM Gary Gilligan with the Mandarin Festival
- 1PM Erin Johanson with Oregon Fruit
- 2PM Michael Marks
- 3PM Rich (Personal Chef)
- 4PM Gary Gilligan with Pampered Chef

SUNDAY, MAY 13, 2012

- 11AM Doshie Delnaro with the Java Rig
- 12PM Gary Gilligan with the Mandarin Festival
- 1PM Erin Johanson with Oregon Fruit
- 2PM Michael Marks
- 3PM Rich (Personal Chef)
- 4PM Gary Gilligan with Pampered Chef

HOURLY

Michael Marks celebrity strawberry kitchen demos

Scout-O-Rama

by JAMES RAIA

Orion Endres likes to call Scout-O-Rama "the trade show of scouting."

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.

But there will be one difference.

For the first time ever at Berry Fest, local Boy Scouts and Girl Scouts will team up to show what it means to be a scout.

"The idea is to showcase all of the different programs we have in the Boy Scouting program," Endres said, a former Boy Scout and the district's membership chairman. "But this Scout-O-Rama is unique in that we are incorporating the Girl Scouts as part of the program."

While Boy Scouts are having fun and enjoying all of Berry Fest's exhibits, food, music and competitions, they will be simultaneously striving to earn a merit badge. The Girl Scouts will be celebrating their 100th anniversary, The Year of the Girl.

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 said. "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 explained that while the Berry Fest 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.

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

"Scouting was founded as fun with a purpose," Endres said. "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 Berry Fest, are available at A-1 Comics, 818 Sunrise Ave., Roseville, (open 10am-9pm) and Pacific Street Cafe, 310 Lincoln St., also in Roseville, (open 6am-2pm). The event is scheduled 10am to 4pm as part of the two-day Berry Fest.

Short Stacks, Big Flavors

Dig into a sizzling, syrupy stack of strawberry-topped pancakes at Berry Fest 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 8-11am on Saturday, May 12, and Sunday, May 13. Pancake breakfast tickets cost \$8 at the door, while kids 5 and younger eat for free. Buy presale tickets and arrive before 9am to enter the festival free after you fill up on these delicious pancakes.





Family Farm Takes Root

by ANNA BARELA

Farming comes naturally to Linda Saevang and her family. Originally from Laos, her parents made a living in their homeland by farming rice and corn before Linda was born. But war forced them to flee Laos with their children. First, they fled to a refugee camp in Thailand and then finally to the United States where they ended up in Sacramento, California. Farming strawberries became a family business as the Saevangs put down roots in their new home.

But roots didn't appear overnight. The family spent years in refugee camps—Linda was born there, and the family continued to grow. As recent US immigrants in the 1980s, it was difficult for the Saevangs to find work. Over the years, Mr. and Mrs. Saevang picked up work helping out on various strawberry farms. When they found an opportunity to lease land near Lockeford, California in 2000, they jumped at the chance for a fresh start and founded Saevang Strawberry Farm.

Linda grew up helping her parents grow strawberries. Today, she lives down the street from her parents in Sacramento with her fiancé and her 6-year-old daughter. She works in customer service during the week at Thunder Valley Casino, but she and her siblings always make time to help their parents at the farm on weekends.

The farm is entirely family operated. Even Linda's daughter, as well as her nieces and nephews, enjoy helping out occasionally.

Linda's favorite way to help is by selling strawberries directly to the public at the farm's roadside stand. She enjoys seeing the familiar faces of regular customers as well as meeting new customers and talking to them about the strawberries.

The Saevangs grow mostly Chandler variety strawberries and use organic practices that include not spraying with pesticides. Chandler strawberries tend to be smaller than those traditionally sold in supermarkets, but according to Linda they are much sweeter. She boasts these berries are "worth it" for their incredible flavor, despite their smaller size and shorter growing season.

"It's really sweet, and that's what our customers love," Linda says. "We pick them fresh every day—what you get at the farmers market, we picked in the morning. It's guaranteed fresh!"

And there is an even fresher option than picked daily at Saevang Strawberry Farm with "You Pick." Customers who wish to can pick their own strawberries directly from the vines. This is especially a hit with children, and parents know they are getting the freshest strawberry possible with optimum vitamin content.

“ We give them a little basket, and they can pick [strawberries]. ... My daughter loves it, and we want other kids to have that experience. ”

"We give them a little basket, and they can pick [strawberries]," Linda says. "We just charge them for how much they pick. My daughter loves it, and we want other kids to have that experience. It is getting really popular."

Linda is surprised by how many strawberries the humble 3-acre farm can produce. With the surplus, the family started branching out to sell at farmers markets in the last few years. Any strawberries they can't sell by the end of the day between the farmers markets and the roadside stand are donated to local food banks.

Linda describes the work for this bountiful harvest as labor-intensive. Each fall, every strawberry plant must be replaced with roots of new plants for the upcoming



PHOTO BY ANNE STOKES

strawberry is hand-picked at the peak of ripeness. And during the off-season, the fields must be hand-weeded daily. It's risky work, too—unpredictable weather can cause whole crops to fail.

"If it's too hot, the strawberries ferment," Linda explains. "If it's too cold, it's not good either. This year, we had all this massive rain right when the strawberries started coming out. It wasn't a little bit of rain—it was a lot of rain. It stopped the strawberries from growing. So, our first crop was all a waste."

Luckily, it only takes about 25-30 days from the first flower to become ready-to-eat fruit. So, there will be plenty of fresh, sweet strawberries in time for Berry Fest 2012. Saevang Strawberry Farm will be supplying some of the strawberries to the Boy Scouts and will have a booth in the food court selling deep-fried strawberries. The light, fluffy batter cradling each sweet strawberry is Linda's own culinary creation.

"I tested a bunch of recipes," Linda says. "I found one that was really good because the batter puffs up. We top it off with whip cream and chocolate syrup. Of course, we are selling fresh strawberries, too and will be giving out coupons for that."

Fresh strawberries from Saevang Strawberry Farm will be featured in the farmers market section of Berry Fest Mother's Day weekend. For the rest of the year, you can visit the farm at the corner of Highway 88 and Brandt Road in Lockeford or online at www.thebestberries.com.

Multi-Hued Masterpieces

by KENDALL FIELDS

Johnita Wemken lets her inner hippie shine by swirling tropical-colored enamel and epoxy onto silver turtles and mixing rusty reds and coppery yellows with leather and metal fixtures.

Wemken, who has been making jewelry for nearly 20 years, says she's always been crafty and honed her jewelry-making skills as a highschooler working at a bead store. After much experimentation, she decided to turn jewelry making into a profession. She owns Just Fun Jewelry, where she sells costume jewelry - mostly earring-necklace sets - priced from \$5 to \$40.

Embracing a self-proclaimed hippie streak, Wemken lets this motif live through her unique, bohemian jewelry. It's the vibrant bursts of blues and greens, pinks and oranges, and different shapes, she says, that set her jewelry apart. Balanced with the right amount of metal - mostly silver - Wemken's pieces keep a classic

feel. Nature inspires Wemken to incorporate so many colors into her pieces, from autumn's cool earth tones to spring's bold colors.

“ Sitting around selling jewelry and eating strawberries is not a bad life. ”

Wemken, who describes her jewelry as "funky," will sell her pieces at Berry Fest 2012 for the third year. She's most excited for the people who come to celebrate the strawberry harvest and for the fresh berries she and her family will snack on throughout the day.

"Sitting around selling jewelry and eating strawberries is not a bad life."

