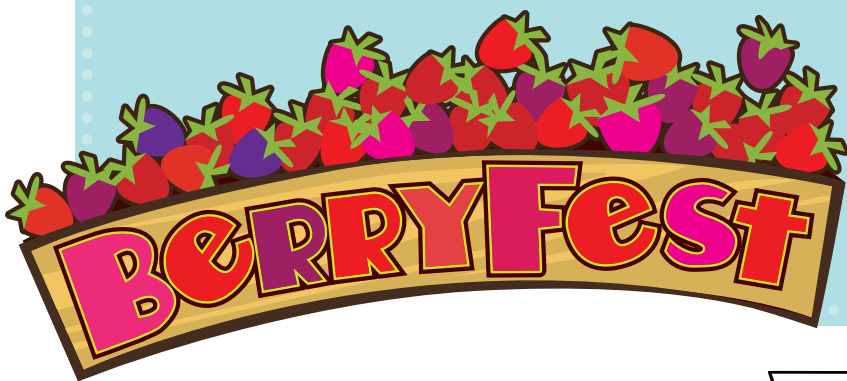




MOTHERS DAY WEEKEND
MAY 7 & 8, 2011 • 8AM to 6PM
FeedMeStrawberries.com

916-787-0101  County Fairgrounds, 800 All America City Blvd, Roseville CA 95678





Presenting Berry Fest 2011

California strawberries reach sweet, juicy perfection just in time for Berry Fest 2011 at the Roseville Fairgrounds May 6th and 7th. Presented by Johnny 5 Productions in partnership with local charities, celebrate harvest of this scrumptious red berry with bushels of tasty treats, bountiful contests, top-notch entertainment, and plenty of juicy strawberries to go around.

WEEKEND PREVIEW

6-9:00 pm Thursday, May 5

Get a sneak peek of vendors at the Roseville Fairgrounds Jones Hall and help celebrity judges pick the sweetest strawberry sensation. Enjoy fine cuisine washed back with finer wine to live music and a silent auction to benefit WynSpring Family Resource Center.

FESTIVAL LINEUP

8:00 a.m. Saturday & Sunday
Boy Scouts Pancake Breakfast

Each morning stacks up with a Pancake Breakfast served by the Boy Scouts from 8am to 11am for just \$6 presale. Buy presale and arrive before 9am to enter the festival free after breakfast. What a deal! Bring Mom on Sunday for a strawberry-smothered brunch in her honor.

2:00 p.m. Saturday
Strawberry Princess Pageant

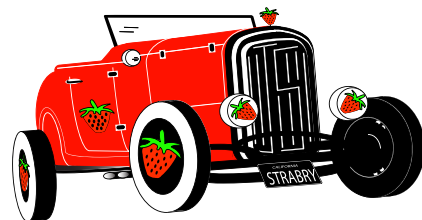
Strawberry-themed toddlers to teens take the Mahan Stage on Saturday at 2pm for the Strawberry Princess Pageant. The best personality in each age category wins tiaras, sashes and scholarships. Advance registration is required – see page 5 for details.

All Day Saturday - Scout O Rama

Want to see what Cub Scouts and Boy Scouts are all about? Iron Horse Scout district showcases Pinewood Derbies, rope bridges, model camp sites, and much more in Scout-O-Rama.

2:00 p.m. Sunday
Strawberry Shortcake Eating Contest

Hungry strawberry-heads 18 and older compete to eat the most strawberry shortcake in just two minutes. With no hands allowed, this could get messy – and funny! Sign up at the Boy Scout Shortcake booth.



All Day Sunday
Strawberry Cruise Inn

Cruise by the Mahan Stage to ogle "strawberry" classic cars all decked out in strawberry themes and strawberry-red paint jobs. Cars cruise for titles of Judged, Strawberry Choice, and Strawberry Classic Awards.

BEER GARDEN BAND SCHEDULE

Sip on strawberry beer and strawberry margaritas or just relax and groove to family-oriented musical talent covering tunes from across genres.

10:00 am - 1:00 pm Saturday
2Tight

Voted best band by 2010 Berry Fest goers, this duet sounds like a five piece band. Dance to covers of today's pop hits and yesterday's R&B.

3:00 pm - 6:00 pm Saturday
Briefcase Full of Blues

First time appearance at Berry Fest! In a salute to the Blues Brothers, enjoy cartwheels, dancing, acting, and, of course, perfect musical renditions.

10:00 am - 1:00 pm
Because

They may be younger than a Yellow Submarine, but these local guys look and sound just like the Beatles.

3:00 pm - 6:00 pm Sunday
InnerSoul

End the party right with this colossal ensemble – move to Latin Soul, R&B, and Old School Dance rhythms.

NOT-JUST-KIDS FUN ZONE

The Comcast Kids Fun Zone

The Comcast Kids Fun Zone delights young and old with whacky, world-renowned performers, furry friends, and raucous rides. Caboose Stage MC Izzi Tooinsky said, "We wanted to create an area where families can hang out the entire day. The acts will be very entertaining to the adults as well as the children."

CABOOSE STAGE DAILY SCHEDULE

10:45 am, 2:00 pm and 4:30 pm
Little Family Band

Naturally, educational rock 'n' roll about the environment. Twin brothers Christopher and Jason Little (not-so-little at 6'6" tall) and Jason's fiancée Shannon are naturalists at Shady Creek Outdoor School where they are known as Sasquatch, Yeti, and Quail. The last show is a kid's dance party with Izzi Tooinsky.



11:30 am and 3:45 pm
Izzy Tooinsky's Little Giant Theater

As one of only seven known remaining Juggling Story Tellers, he's one of seven wonders, juggling his stories around the world and back.



12:15 pm and 3:00 pm
Magical Moonshine Puppets

Jim Henson "Muppet" contemporaries – their unique, hand-made puppets tell international tales.

12:45 pm - Children's Parade

The Kid's Zone stars lead a "Wild Things" Costume Parade for all ages – dress up as Max or any Wild Thing to growl, howl, jump and leap. According to Tooinsky, the parade allows kids to parade their wildness in a safe, fun and exciting way.

All day in the Kid's Fun Zone, children romp with furry petting zoo friends for just \$2. Dream pony rides cost \$5 and another \$5 captures the moment on film. Kids go crazy for carnival rides like Strawberry-Go-Rounds for three-\$1 or less tickets.

TASTY TREATS SERVED ALL WEEKEND

Throughout each day, vendors sell every imaginable strawberry treat. Ever tried **strawberry pizza**? Or **strawberry tamales**? Yep, they've got it here. What about **strawberry barbeque sauce**? Yum, buy a bottle and do try this at home. For the sweet tooth, indulge in **strawberry flan**, **strawberry kettle corn**, **strawberry cookies**, **chocolate dipped strawberries**, **strawberry smoothies**, and **strawberry shaved ice**. It is a festival after all, so deep fried sweets are required – savor deep fried **strawberry pie** and **strawberry funnel cake**.

Every last Strawberry is certified organic and locally grown. Farmers pre-sell strawberries to vendors, ensuring no strawberry is shipped. The farmers themselves – from Placer, Sacramento, El Dorado, Yuba, Sutter, and Monterey Counties – will be on hand with the Sierra Fresh Farmer's Market at the event entrance. Stock up on fresh strawberries and other certified organic and locally grown produce.

ADMISSION SUPPORTS LOCAL CAUSES

Local farmers benefit from berry sales, while portions of festival proceeds benefit the Boy Scouts, WynSpring Family Resource Center, Placer County CPS, Lillypout Adoptions, Bikers Against Child Abuse (BACA), Downtown Roseville Partnership, Roseville Historic Society, and the Roseville Moose and Elks Lodge. Additionally, Berry Fest will hold a toy drive for area foster children and sponsor hundreds of families caring for foster and adopted children to attend the festival at no charge.

Admission is \$8 for adults, \$6 for seniors, and free for children 5 and under. Bring a new, unwrapped toy for the Berry Fest Toy Drive to provide birthday presents to area foster children.



Ever tried a Strawberry Tamale?

For more Berry Festival information visit www.feedmestrawberries.com



Contestants take the stage Saturday, May 7 at 2pm

Princess Hopefuls Get Royal Treatment

Every little girl wants to be a princess. At Berry Fest, she can - at the Little Miss Strawberry Pageant, where it's not the prettiest princess that counts, but the princess with the most sparkling personality. With five age categories, toddlers to teens have a chance to win a beautiful tiara and sash, \$50 to \$100 in scholarships, and opportunities to participate in parades and community events.

Toddler girls ages one to two compete for the title of Tiny Miss Strawberry, young girls ages three to five vie for Wee Miss Strawberry, and girls six to nine-years-old have a chance at Little Miss Strawberry. Young ladies 10 to 12 and 13 to 15 years old contend for titles Jr. Miss Strawberry and Jr. Teen Strawberry.

Patty Kennedy volunteers her time to coordinate this pageant. She says the girls are adorable to watch, and encourages strawberry-themed outfits - from strawberry costumes to strawberry party-wear - and light or no make-up. MC's Kent Brooks and Miss Placer County Queen Rachel Hunt will ask the girls a series of simple questions so their personalities can shine.

Kennedy advised contestants, "Show your personality, have fun on stage, and enjoy yourself!"

Contestants take the Mahan stage Saturday, May 7 at 2pm. Scholarships are funded by the \$35 registration fee. Applications can be found at www.feedmestrawberries.com and should be turned in by May 6.

Boy Scouts Built a Short Stack

How can you top a stack of piping hot pancakes? Why, with strawberries of course! Local Boy Scout Troop 828 serves up all-you-can-eat pancakes along with sizzling sausage, steaming coffee, and fresh orange juice or milk from 8-11am both Saturday, May 7, and Sunday, May 8.

"The Sunday group is a bit bigger," said Troop leader Orion Endres. "We see a lot of families. It's kind of a Mother's Day brunch."

Four Scout troops will be on hand throughout the festival with more than pancakes. Troop 1 serves up strawberry shortcake all day, and other troops help with parking and information booths, ice, and soda. They'll also hold Scout-O-Rama - scouting project demonstrations.

Pancake breakfast tickets cost \$6 presale, \$7 at the door, and \$5 for children six to 11. Kids five and under eat free. Funds benefit local Boy Scout troops - the boys hope to raise money for new equipment and summer camp. Buy presale and arrive before 9am to enter the festival free after breakfast!



Eat Your Heart, er, Strawberry OUT

No hands allowed! With only two minutes to eat as much strawberry shortcake as humanly possible, this could get messy - and hilarious. Laugh it up with, or "at," contestants in the Strawberry Shortcake Eating contest at 2pm on Sunday.

"It's just funny," said contest MC John Javidan. "We get all these people who think they can eat fast and have no idea how slow they really eat. The guy that won last year, his plate was demolished when everybody else's was hardly touched."

The winner receives a trophy and immortalization with a photo on the Berry Fest website, maybe even the newspaper too. Up for the challenge? Register at the Boy Scout Shortcake Booth near the entrance. The \$15 fee benefits Boy Scouts of America.

The contest fills up quickly, so register early - on Saturday or before 10am Sunday. That's not a cutoff, but it generally fills up by then. Contestants must be 18, and no practicing at home! Competitive eating is only safe in a controlled environment.



No hands allowed!

Entertainment



BECAUSE

Whisk away to the 1960's and enjoy the youthful exuberance of the Beatles as interpreted by Because. Detailed Beatles imagery reflects in the clothes, the movements, and the music - surprising for a group of guys not born yet in Beatles' era. Yet they pull it off perfectly.

"When you have all that youthful energy, it really shows," said manager Ken Klaas. "I became their manager because I was convinced we could take them to another level."

The northern California band reaches another level as they expand to gigs across the West Coast. Andy Irish is cast as Paul McCartney, Erich Nicholson as George Harrison, Erik Fidel as Ringo Starr, and Jeremy O'Dell rounds out the famous British Beatles band as John Lennon. They've all loved the Beatles since childhood - especially O'Dell, who became obsessed at 4 years old when he heard a Beatles song at Chuck E. Cheese's.

Despite the fun of touring, Because always welcomes a chance to play local shows like Berry Fest, sustaining a special connection to the local fan base.



INNERSOUL

In their Berry Fest debut, InnerSoul brings sophisticated depth to Latin Soul with a nine-piece ensemble. They draw on a 12-year history of jamming old school, funk, R&B, and Salsa. Soulful yet energetic renditions of Santana, Selena, Cool and the Gang, Jennifer Lopez, Black Eyed Peas and more arouse involuntary dancing.

Bill Meyer leads on guitar, while Tony Marvelli trumpets and Rolin Shafer plays bass. Michael Ottwell and Raul Sandoval team up on Saxophones. Al Alverado keeps beat on drums and cymbals layered with Ruvalcaba as percussionist. Anthony Maynard and Michelle Meyer fuse the sound together with smooth vocals.

Each of them has performed with renowned artists throughout their careers, like Bill Meyer's stint with Santana's original percussionist Ricco Reyes. Today, with InnerSoul, the focus is a good time - Maynard is known to say "fun is the name of my game."

"We are very excited to play Berry Fest," said Meyer. "It's on Mother's day so we're going to bring all the moms we can out there. We pride ourselves on being very family oriented."



BRIEFCASE FULL OF BLUES

Complete with dancing, cartwheels, and trademark hats, ties and sunglasses, Briefcase Full of Blues brings authentic Rhythm and Blues Review in tribute to the Blues Brothers. They do everything involved in a Blues Brothers show, and have 14 years practice at it. They even recreate scenes from the movie.

The show stars Shawn Amato as Joliet Jake and Fred Benson as Elwood, with Mike "Splash" Morris on drums, Brett "Doc" Minken on keyboard, Mark "M&M" Marsh on Bass, "Big Ben" Lev on guitar, and "Saxy" Jim Gonsalves on saxophone. All local boys with families, they work day jobs weekly - Amato, Gonsalves and Morris do maintenance for Roseville School District - only to fly across the country on the weekend, play a gig, and fly back in time for work on Monday.

The band is excited about their first Berry Fest gig. Ammato said, "We normally do the Tuesday market once a year. We love to play in front of our home town and our friends and family."

2TIGHT

2Tight gives new meaning to the term "dynamic duo." Tony "T" Gotelli and Les Edwins team up with a diverse playlist topping 200 songs. For Berry Fest, 2Tight brings hits from today's pop music charts as well as Old School and R&B, covering everything from Cool and the Gang to Justin Timberlake.

2Tight achieves big sound with a plethora of instruments. Gotelli plays percussion along with not one, but three keyboards, alongside Edwins beating drums simultaneously with a multitude of other percussion sounds. Oh, and they both sing while playing instruments.

"You'd think it's a five piece band to hear them," said Berry Fest MC John Javidan. "Not only is it good music, but it's a show."

Gotelli began his music career at age seven with an accordion. By age ten, he was performing at clubs and continued to study all types of music throughout his teens and into adulthood. Edwins' musical background reaches into childhood as well; he played drums with his family at age six. In 2002, a near-fatal car accident crippled him and halted his successful music career. He credits God for his miraculous recovery and return to music.

Voted best entertainment by Berry Fest goes in 2010, 2Tight returns with tunes to stir up the dance floor.

The JOY OF Strawberries:

Rodriguez Farm Goes Organic



It's easy to spot Roberto Rodriguez at the farmers market. He's the one with a soft brimmed hat and a great big smile behind tables laden with the reddest, juiciest strawberries and underneath the banner naming Rodriguez Farm as Certified Organic.

Rodriguez grew up around strawberries, learning to farm them with his grandfather in Mexico from the tender age of eight. As an adult, lack of opportunities in Mexico brought him to California in 1993 to work on brother Rosario's California strawberry farm. Today, he and his other brother Manual own five strawberry farms near Watsonville, California.

It started quite by accident - a stroke of luck, as Rodriguez puts it. He and Manual rented a house from a blackberry farmer while they worked for Rosario. Eight years ago, the blackberry farmer approached them with a proposition: Rent the farmland too and take over farming blackberries.

The financial risk was daunting, but they decided to go for it. They didn't know much about blackberries, so turned a small patch of that blackberry farm into

strawberries. The strawberries thrived, and little by little they converted the entire farm to strawberry fields. Now operations span five properties and the brothers both have families, but they still live on this converted blackberry farm.

Rodriguez and his wife Alba raise their daughter Moncerrat here. Rodriguez knew Alba since childhood, but after running into her during his vacation in Mexico, the two began dating long distance with frequent visits and phone calls. Rodriguez even moved back to Mexico with her for a few months. The romance grew and it wasn't long until a married Rodriguez, Alba, and baby Moncerrat were back on the farm in California.

Moncerrat - now nine years old - helps her father sell berries at farmer's markets. She is very proud of her own organic-only table. It was she who inspired Rodriguez to go organic. He didn't want her playing around with - or eating - pesticides.

"When it started I was just thinking of our kids," he said. "When we saw that it was good for business too we kept it going. Probably in the future we will be only growing organic."

Rodriguez explains that organic berries are still only about half his crops because they are harder to grow and yield fewer, smaller berries. Without conventional fertilizers, they just don't grow as big and are more susceptible to pests. To Rodriguez though, organic is worth the extra trouble and there are methods of keeping pests away from organic berries.

He uses a large vacuum to physically remove bugs from the plants. He also employs the help of spider mites called persimilis, which prey on harmful pests. On the farm, the employees call the friendly spider mite karateka, meaning Karate expert, because they fight pests.



Organic or conventional, Rodriguez' harvest techniques are what make his berries special. He says strawberries on grocers' shelves can never reach their full flavor potential because they are picked green. He hand-picks his at the critical moment they reach sweet, ripened perfection. And this can occur almost year

Severe weather is the biggest challenge Rodriguez faces, from late rains molding flowers to severe heat burning fruit. This year, unusual February snow pushed crops that normally ripen in March to April. Several batches were also lost during late season heavy rain storms.

"One day after the rain, we had to go

The strawberries thrived, and little by little they converted the entire farm to strawberry fields. Now operations span five properties.

round with the Albion variety he grows.

Albion's long harvest season - April through November - takes careful planning. The roots, which he buys from a supplier near the Oregon border, need just the right number of hours under refrigeration before planting in November to stay "asleep" in the ground until it's time to sprout. The right number of hours depends on the severity of the coming winter, so Rodriguez records temperatures each year in an effort predict the next winter.

out to the field like we were picking, but instead of putting them in boxes we were throwing them away," Rodriguez recalled grimly. "Now they are coming in nicely though. That's why I love the strawberry plants. You may be affected this month, but by the next month they come back."

Despite this year's challenging climate, Rodriguez is confident there will be bushels of strawberries ready in time for Berry Fest 2011. He is the biggest strawberry supplier to vendors. He will also bring plenty of fresh strawberries - organic, vine-ripened, sweet, and juicy - to sell direct to festival goers.

A Berry Special Kick Off

Premier our wonderful Berry-Fest vendors while enjoying live music and a silent auction to benefit WynSpring Family Resource Center Thursday evening May 5th (Cinco de Mayo!) from 6:00-9:00 p.m. in the Jones Hall at the Roseville Fairgrounds. Help our celebrity judges decide who's serving up the sweetest strawberry sensations while dining on some other great cuisine, tasting wine and helping out a wonderful cause.

WynSpring Family Resource Center provides support and services to "at-risk" youngsters in Sacramento, Placer and Yolo counties. All individuals and businesses contributing to the silent auction get VIP admission for four to the May 5th reception. Contact Kathleen Moore at 916-259-4396 to learn more and/or become a part of this special event. Door prizes include several family four packs to Berry-Fest this weekend!

Berry-Fest Salutes Area Foster & Adoptive Moms Proudly Hosting Hundreds of Families with Special Needs Children.

Berry-Fest 2011 is proud to announce that we are sponsoring hundreds of families caring for foster and adopted children at Berry-Fest this year, allowing them to attend and enjoy the festivities at no cost. It's a special Mother's Day gift to the many moms out there who have taken challenged youngsters into their hearts and homes.

The tickets are being distributed to these families by several organizations and groups we are supporting including WynSpring Family Resource Center, Placer County C.P.S., Lillypout Adoptions and Bikers Against Child Abuse (B.A.C.A.).

Berry-Fest will also include a toy drive this year, accepting new unwrapped toys to be used as birthday gifts for area foster and adopted children. To participate in the toy drive or learn more about how you can join Berry-Fest in supporting area children with special needs contact Kathleen Moore at 916-259-4396 or mommiexpress@gmail.com.

