

CALIFORNIA STATE FAIR

1854

We Know The Best

2014

JULY 11-27, 2014



160 YEARS OF...

CELEBRATING THE BEST

When most people think about the State Fair, riding the gigantic Ferris wheel, eating a deep-fried corndog and playing a game of ring toss may come to mind. But the Fair is about more than delicious food and thrilling rides. **It's about celebrating what makes California the best** — the wine, the cheese, the artists and the innovations.

The California State Fair has been recognizing “the best” for 160 years, attracting millions of people to see what the Golden State has to offer. Don't miss your opportunity to see it all in one place — the California State Fair.

INSPIRING CALIFORNIA'S

BEST

TO BE EVEN BETTER

Q & A WITH FAIR CEO RICK PICKERING

by Mike Blount

In the early years of the California State Fair, farmers would gather to exchange ideas and technological innovations for growing crops. That sharing of knowledge has helped make California agriculture a \$45 billion industry that produces nearly half of all the fruits, nuts and vegetables grown in the country. Rick Pickering, CEO of California Exposition & State Fair, says this is just one example of how the Fair has helped showcase and inspire California's industries to be even better.

What led to the creation of the first State Fair?

Fairs were created to promote the business interests and industries of the state. In California in 1854, the number one industry was agriculture. That's still true today, so that was a large part of the first California State Fair and why it continues to be a large part of the Fair each year. The State Fair is all about celebrating the past and showcasing the future.

How does the Fair promote new technology?

When fairs were first started, it was also a way for people to share ideas. A lot of those ideas were refined and showcased for the first time at fairs, including electricity, aluminum, ice boxes for refrigeration and peanut butter. When you think about the technology showcased at the California State Fair, it's driving many of our major industries. The Sacramento region considers itself to be the Farm-to-Fork Capital and there is a lot of work in research in agriculture being done right here. Five of the top seed companies in the world do research at UC Davis.

What makes the Fair the best place to showcase California?

We believe that California is the best state in the nation. Ninety percent of the wine people drink in the nation comes from California. Our agricultural industry is feeding the nation and the

world. We're celebrating the uniqueness of our landscape — from the Redwood National and State Parks, to the Golden Gate Bridge, to the State Capitol building and the Hollywood sign. It's hard for anyone to say that California isn't a spectacular state, and the California State Fair gives us the opportunity to celebrate the best of the best.

What do you think is the best thing about the California State Fair?

People. Everything we do is designed to showcase the talent, interests and achievements of people in California. From our movies and music, it's the people that make all that happen. When you drink a glass of wine, there are people that planted those vines, tilled those fields and created the glass and cork. People are what make this state the best to live in, and it's why people from all over the world come here to go to school, live and work and raise a family.

“The State Fair is all about celebrating the past and showcasing the future.”

Rick Pickering, CEO of Cal Expo and the State Fair



RECOGNIZING THE BEST OF CALIFORNIA AT THE STATE FAIR

THE SPIRIT OF Competition

by Mike Blount

The Golden State is known for producing great artists, fine wines and well-bred livestock. Each year, the California State Fair holds competitions to recognize excellence in these important industries. Whether you're an expert or a novice, the State Fair is the one destination to see — and in some cases, taste — the best examples of what California has to offer. But finding a winner in each of these competitions isn't easy.

In the **fine art competition**, entries come from across the state and feature several different media. Scott Shields, associate director and chief curator of the Crocker Art Museum, is one of several judges tasked with sorting through the thousands of pieces submitted to find winners in five individual categories in the fine art competition: painting, 2D artworks, 3D artworks, digital art and photographic art. Shields says the State Fair competition is a great opportunity for talented artists to get their work out to the public, but a hard process for judges.

"It's a challenge," Shields says. "Sometimes, you get down to two pieces and it's trying to compare apples and oranges. For me, it's about consistency and voice. It's never about one piece. It's about

the artist's background, education and everything leading up to that representation on the wall."

For the **commercial wine competition**, 72 experts representing consumers, winemakers, restaurateurs, retailers and educators in the wine industry choose from more than 2,800 submissions from wineries in every region of the state. Rick Kushman, a former Sacramento Bee columnist and New York Times best-selling author of two books about wine, is responsible for helping build the panel of judges for the competition. Kushman says having diversity on the panel is important because wine is a complex subject.

"Wine is a complicated, subjective, visceral, intellectual and exciting thing," Kushman says. "We want our judges in the competition to approach it from all of those things."

Rather than having a panel of judges, the **livestock competition**

has one judge per category who is knowledgeable in standards of each animal. Longhorn judge Jim Vietheer says that judging longhorns was an important part of the State Fair dating back to the late 1800s.

"Historically, the longhorn was the backbone of the industry," Vietheer says. "Many people owned them because they were good foragers and survivors. I'll be looking for three things: the size and shape of the horns, the color of the hide and the structure of the animal."

Winning the competition at the State Fair is not just about prestige. It allows breeders to increase the price of the animals they sell. Vietheer says he looks forward to seeing the entries this year.

"The livestock competition is important because it keeps people involved and excited about the industry," Vietheer says.

"Wine is a complicated, subjective, visceral, intellectual and exciting thing."

Rick Kushman, New York Times best-selling author

WHERE DO FAIRS COME FROM?

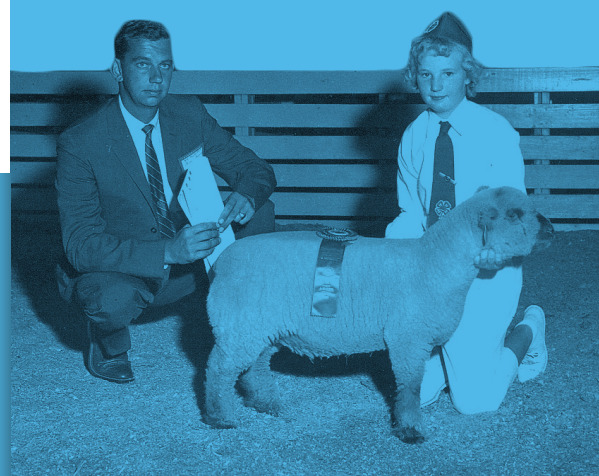
When Pittsfield, Mass., resident Elkanah Watson showed off his prize Merino sheep by tying them to a pole in town square, the idea of the American fair was born. Watson realized the potential of community gatherings to judge livestock, and in 1810, he organized the first county fair in the United States. Fair industry expert Stephen Chambers says this was a revolution for the agricultural industry.

"The county fair is a uniquely American invention and its origin is in having farmers compete against each other for the top prize," Chambers says. "It helped promote best practices and, of course, everyone bred to the results. If your trotting mare was the fastest, everyone wanted to breed to your mare."

Today, livestock judging is still an important part of the California State Fair. But the emphasis has changed a little.

"We've always had awards for the best and brightest, but fairs today are about celebrating the accomplishments of ordinary citizens," Chambers says.

From future farmers raising pigs for sale to rabbit owners who show their prized pets — blue ribbons recognize people for cultivating excellence in California.



FEEL *the* NOISE!

SOCCER EXCITEMENT COMES TO CAL EXPO *by* Matt Jocks

Soccer is known for having some of the most passionate fans in sports. California State Fair attendees will have a chance to do their best soccer hooligan when Sacramento Republic FC plays three games during this year's Fair.

Republic FC, Sacramento's minor league soccer team, is leasing space at Cal Expo for a new soccer pitch and stadium. With \$3 million in private funding from Ovations, the 8,000-seat venue will be known as Bonney Field and is being constructed on nearly 5 acres of Cal Expo property.

Team founder Warren Smith welcomes the opportunity to have Fair fans and soccer fans overlap.

"I think it's a great arrangement," he says. "I think we might bring some people to the Fair who might not normally go there. They will bring some people to us. Even if they can't get in because it's sold out, they'll see that 8,000 people are having a good time there and will want to be a part of it."

Smith hopes to add to the growing legion of Republic fans. The official

supporters club of team, the Tower Bridge Battalion, is known for waving flags and scarves with the team's colors — Old Glory Red, Seal and Maple — and doing whatever it takes to uphold Republic's motto: "Indomitable City. Indomitable Club."

The team's head coach is no stranger to soccer fandom. Predrag

Radosavljevic, known to soccer fans as "Preki," was one of the top international players and has coached MLS teams Chivas USA and Toronto FC.

Though Serbian-born Preki was a soccer star, his transition to coaching has roots in something familiar to plenty of parents.

"When my kids started playing, I would watch and I was getting a little frustrated watching what was going on," he says. "Never complaining, but getting frustrated. And my wife said, 'Why don't you try coaching?'"

As an expansion team, the Republic is a collection of mostly young players with a few veterans mixed in. Their lack of experience and familiarity with each other will undoubtedly lead to what Preki calls "growing pains." However, he says the chance to build a team from scratch was one of the primary appeals in taking the job.

"Already, the improvement from day one has been huge," Preki says. "I've been pleasantly surprised."

Visit www.sacrepublicfc.com to purchase tickets for games on Thursday, July 17, Saturday, July 19, and Friday, July 27.

"I think we might bring some people to the Fair who might not normally go there."

Warren Smith, founder,
Sacramento Republic FC

SEE FOR YOURSELF

Harness racers usually own the track at Cal Expo, but they will make room for thoroughbreds, Arabian horses, quarter horses and mules during seven days of racing at the Miller Lite Grandstand.

The showcase attraction is the California Governor's Cup race, which will be held Saturday, July 13. That event returned to the Fair last year after an extended absence.

Live Horse Racing:

July 11-13 and July 17-20

California Governor's Cup:

5 p.m. Saturday, July 19

Box seats:

Package includes a grandstand box with six seats, 42 tickets to the Fair, daily racing programs, and general and preferred parking.

Cost:

Season box seats \$425-\$525

Tickets:

Visit www.CAStateFair.org



Photo Courtesy Republic FC



Brittany Smith, 23, enjoys the thrill and the challenge of horse racing. She'll race during this year's California State Fair.

OUT *of the* GATE

Q&A WITH JOCKEY BRITTANY SMITH

by Matt Jocks

Brittany Smith, 23, is a newcomer to the horse racing circuit, having achieved her license last year. Her racing career began in Oregon, but she is now based in Humboldt County and will be riding at the Miller Lite Grandstand during the Fair.

You originally became interested in racing as a young girl. Tell me about that.

Ever since I was little, I would go with my grandmother to the track [in Saratoga, N.Y.]. She had an in, so I got to meet the trainers and take the tour. I remember walking through there and seeing those huge horses and just being amazed. I'd have my face pressed against the fence. I thought, I just want to do anything that has to do with horses.

What was your first competitive race like?

It was such a rush. Sitting in that gate with all that energy underneath you ... you just can't explain what that feels like unless you're sitting on that horse.

What's going through your mind when you're racing?

Everything happens so fast. You're not just controlling your horse. You have to know where everybody else is ... when to run, when to ease

up. You have to be so in tune with your horse. A lot of people think the jockey is just along for the ride.

What other challenges are there?

To me, the warmup period is the most exciting, maybe even more than the race. You only have that little time to try to get to know your horse. You look at past performances, but the horses change from race to race. Even a horse you've had before, you might have to ride totally different the next time. The competition changes, too. You need to know what the other riders do. I love the challenge.

Is it still a big deal to be a female jockey or have the men gotten used to it?

I think it's almost an advantage to be a woman. We're naturally lighter, so I can go to the gym and put on more muscle mass and not worry about it. As for the male jockeys, in the jockey room, I'm just another dude, as far as they're concerned.

Photo by Matt Knowles

160 YEARS OF...

RACING CHAMPIONS

by Matt Jocks

The connection between Cal Expo and horse racing runs deeper than the horses, jockeys, fans and bettors that will fill the track and stands for seven days. It's in the soil itself.

Part of the Cal Expo grounds covers what used to be Rancho del Paso, which in the late 1800s, was considered the largest thor-

oughbred nursery in the country. Two-time U.S. horse of the year Salvator and 1886 Kentucky Derby winner Ben Ali were products of Rancho del Paso.

State Fair horse racing has been held at many venues over the years. The longest run of full-scale racing before Cal Expo was at Union Park, where the

racers were run from the 1860s until 1909. It was part of the former fairgrounds bordered by E, H, 20th and 22nd streets.

In 1909, the Fair moved to the grounds on Stockton Boulevard, but wagering on races was banned in California from 1909 to 1933.

TASTE CALIFORNIA'S CRAFT-BREWING PROWESS

Taste some of the best brewskis in the state at the Brewers' Festival on July 19. With a wristband, enjoy 10 samples of craft beers from around California, including winners of the State Fair Commercial Craft Brew Competition, and take home a 5-ounce souvenir mug. The event is located at the Grandstands, with live horse racing providing the entertainment as you knock back a few cold ones.

**2014 California State Fair
Brewers' Festival: 3-6 p.m.
Saturday, July 19**

Where: The Grandstands at
the California State Fair

Tickets:

\$15 wristbands in advance.

Available at

www.CAStateFair.org or the
Cal Expo Box Office.

**\$20 wristbands day of
event.**

\$5 for designated drivers.

(Age 21 and over.

Fair admission required)



Q&A WITH CRAFT BREW GURU GLYNN PHILLIPS

Glynn Phillips has been in the craft-brewery business for 20 years and owns Rubicon Brewing Company in Sacramento. He's also the president of the Northern California Brewers Guild, which is presiding over the Homebrew and Commercial Craft Brew competitions at this year's California State Fair.

What distinguishes a brewer as a craft brewer?

A craft brewer, as established by the Brewers Association, is [one that produces] a million barrels or less a year. Now, if you want to talk philosophically, a craft brewer is someone that is very enthusiastic about their craft, and that's what we like to think of ourselves as — beer enthusiasts. When we sit down to make a beer or write a new recipe, we're going to use quality ingredients. Here, we try to make a surprisingly good beer. And to make a surprisingly good beer, you have to use quality ingredients.

What can fair-goers expect from the craft brew competition?

[In California] we make the best beer in the world. We receive more awards

for our beer on a national level than any other state in the United States and any other country in the world. So, if you're living in California right now and drinking craft beer, you're drinking some of the best beer worldwide.

I hear you also offer a special perk for the winner of the homebrew competition?

Whomever wins the best of show, Rubicon is going to make a small batch of that beer and that brewer will be allowed to come in and brew with us. Or, if you were the home brewer, you'd say, "I'm going to allow Rubicon to brew *my* beer." Everyone likes the bragging rights of that.

What's the attraction of the Brewers' Festival event at the Fair?

[Fair-goers] can come and taste award-winning beer at the Brewers' Festival from the competition this year. Many breweries from across California are going to be there. This is one of the few brewfests throughout the state that feature only California beers. It's a great sampling of excellent beer.

**"If you're living in
California right
now and drinking
craft beer, you're
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of the best beer
worldwide."**

Glynn Phillips
Owner of Rubicon Brewing Company



160 YEARS OF...

FANTASTIC FAIR FARE

Everyone has a fair food favorite. It's that flavor that instantly brings back the thrill of the midway on the hot summer nights of your youth. It's the tasty morsel you can get only once a year at the fair. But many favorites we now consider classics were the novel food fads of fairs past — fairs have a long history of offering the first taste of daring new food innovations. Here are some treats that first gained widespread popularity at the fairs of yesteryear:

1893

Hot dogs

1904

Cotton candy,
ice cream
cones and
hamburgers

1919

Snow cones



PHOTO BY LOUISE MITCHELL



FEAST *Your* EYES ON THIS

NEW CALIFORNIA KITCHEN DELIGHTS THE SENSES, CAPTURES THE IMAGINATION

by Shannon Springmeyer

From fresh California-grown produce to deep-fried everything on a stick, the California State Fair offers something to please every palate. Now, the Fair's new Save Mart Supermarkets California Kitchen offers the opportunity to take your food appreciation to the next level. The "Foodstyle" exhibit from previous fairs undergoes a transformation this year as it relocates to the California Building. The roomier new digs are prime gastronomic real-estate, situated next to the Save Mart Supermarkets Wine Country and the Craft Brew Pub. The Kitchen's other next-door neighbor, The Farm, makes the farm-to-fork link quite literal. With old favorites and new not-to-miss features that celebrate our state's bounty, there's lots to enjoy at The Kitchen:

Epic chef battles. Food Network junkies will enjoy watching from the sidelines as firefighters, postal workers, 4-H youths, rising stars from cooking schools and others go head-to-head in timed cooking competitions with

surprise ingredients. And don't miss local pros as they defend their street-cred in The Professional Chef Challenge.

Get your grill on. The Grill at The Farm is a shady outdoor demonstration kitchen just outside The Kitchen that brings the fork right to the farm. Here, you can pick up techniques for your own backyard culinary exploits. For foods that need no flame, sample fresh California produce at the new In the Raw tasting center.

Bragging rights. Ah, yes. The panel of highly esteemed judges has a tough job to do, tasting their way through the state's best home-made cookies, pies, preserves, sauces and more. Watch the judging events live — but do try not to drool.

NEW! Blue-ribbon secrets. Learn the recipes for top fair entries as home chefs demonstrate how to make their prizewinning treats.

NEW! Fermentation sensation. The Home Brew and Home Wine exhibits will introduce

fair-goers to the time-honored tradition of home-crafted libations. Offers tips on how to taste wine, interactive sensory experiences to hone your nose, innovative technologies and demonstrations on making beer.

NEW! Food with a view. "Close Encounters of the Culinary Kind" lets you get up close and personal, gathering around the demonstration space to learn inspiration for your own kitchen. Features pickle-making, five-minute marinades, pasta making, decorative food carving and more.

NEW! A taste of the east. The Little Saigon Cooking Series invites chefs from the famed Sacramento neighborhood to demonstrate Asian recipes and cooking techniques.

There are many more demonstrations and competitions, as well as booths and exhibits at the Save Mart Supermarkets California Kitchen every day of the Fair. Visit www.CASStateFair.org for a schedule of events.

1942

Corn dogs

1950s

Caramel apples

1970s

Smoked turkey legs

2002

Deep-fried Twinkies

2005

Chocolate-covered bacon



GOOD for BUSINESS

FAIR PROVIDES ECONOMIC OPPORTUNITY FOR BUSINESSES LARGE AND SMALL

by Michelle Carl

What business wouldn't relish the idea of having their product seen by more than half a million people? The California State Fair offers that and more to the economy — it creates jobs, supports nonprofits and generates sales tax revenue.

The contractors, vendors and food sellers that fill Cal Expo turn it into a bustling hub of commerce for 17 days. The biggest contractor is Butler Amusements, which will install 72 rides with names like Ex-Scream Machine and the Wave Swinger at Cal Expo this summer.

"It is magical to see it come together," says Butler Amusements Chief Operations Officer Lance Moyer. "It still is for me."

Founded in 1970 and based in Fairfield, Butler Amusements is a family owned and operated business that "plays" fairs across the West Coast. It's now in its sixth year as the carnival provider for the California State Fair. At this year's Fair, they'll employ a crew of 400, including ride operators, concessionaires and game workers.

"It takes a certain person to work in a carnival," Moyer says. "You have to be willing to travel, to be away from home, and you've got to work hard."

The people working the Fair are often far away from home and spend money at nearby hotels, restaurants and stores. For instance, the Costco next to Cal Expo reports sales of sugar, water and gasoline all go up around Fair time.

**"We're so happy
and proud we're at
the State Fair."**

Lola Ramirez
Business owner, Pepe's Mariscos

The Fair also serves as an economic opportunity for businesses that rent space inside the fairgrounds, selling everything from kitchen gadgets to hot tubs. Some 286 vendors will rent space at this year's Fair, with another 58 vendors selling food. Many are family-owned ventures.

Lola Ramirez of Fresno is owner of Pepe's Mariscos, a Mexican food trailer at the State Fair. For 15 years, Ramirez has traveled to fairs and events up and down California, selling her authentic Mexican seafood. She has four food trailers, enabling her to work up to 25 events a year, some of them scheduled at the same time as one another.

"People say, 'Why do you do fairs? You're never home.' I tell them, 'You know, I'm not there [in Fresno] when it's really hot!'" Ramirez says. "We love it because you make new family, new friends, at every fair. People Facebook us, and wait for us to be there. You always get to meet someone new, and that's what we like about it."

Pepe's specialties include traditional carne asada tacos and nachos, shrimp ceviche and quesadillas. But sometimes Ramirez will do a "new kick" on her items, such as the chicken taco waffle, which will be new at this year's Fair. On a busy day, Pepe's can sell 300-400 carne asada tacos.

The success of her business allows Ramirez to work only eight months out of the year, giving her plenty of time to rest and visit with family. She's looking forward to getting back to Cal Expo.

"We're so happy and proud we're at the State Fair," she says.

THE FAIR BY THE NUMBERS

2013 Fair Attendance:

697,045

Annual Operating Expenditures:

\$22,323,146

(all Cal Expo events)

Jobs created by Fair*:

1,381

Economic impact**:

\$196,776,000

RV spaces rented year-round:

381

Shopping opportunities:

286

Fair Food vendors:

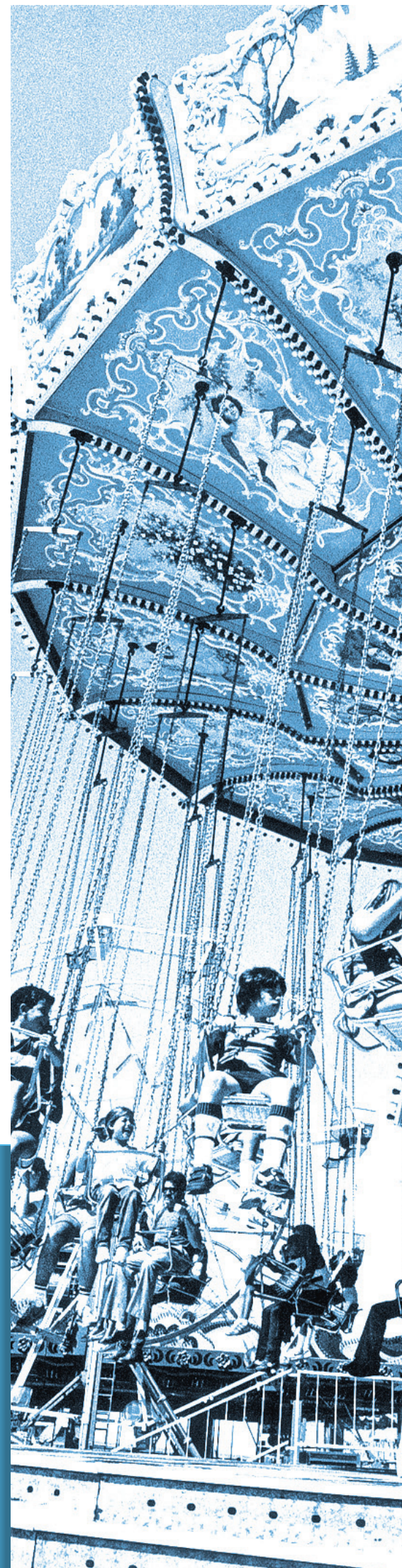
58

Parking spaces:

13,000

*2009. Jobs were created directly by Fair and indirectly by ripple effect of Fair spending.

**2009. Money was spent directly at Fair and by Fair participants on supplies, meals and lodging. Includes multiplier effect of those dollars being spent again by others in the community.



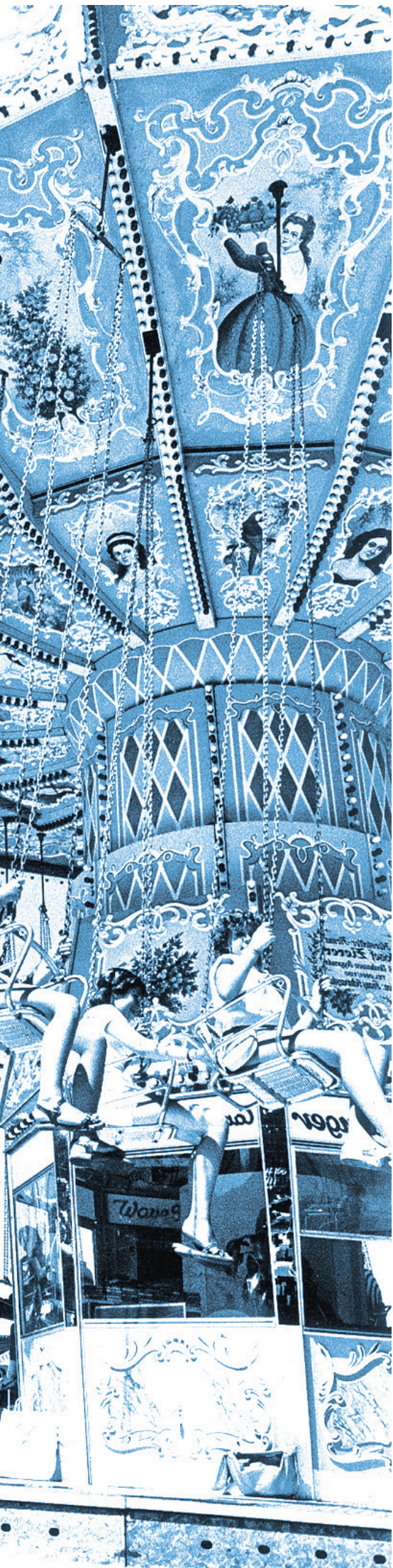
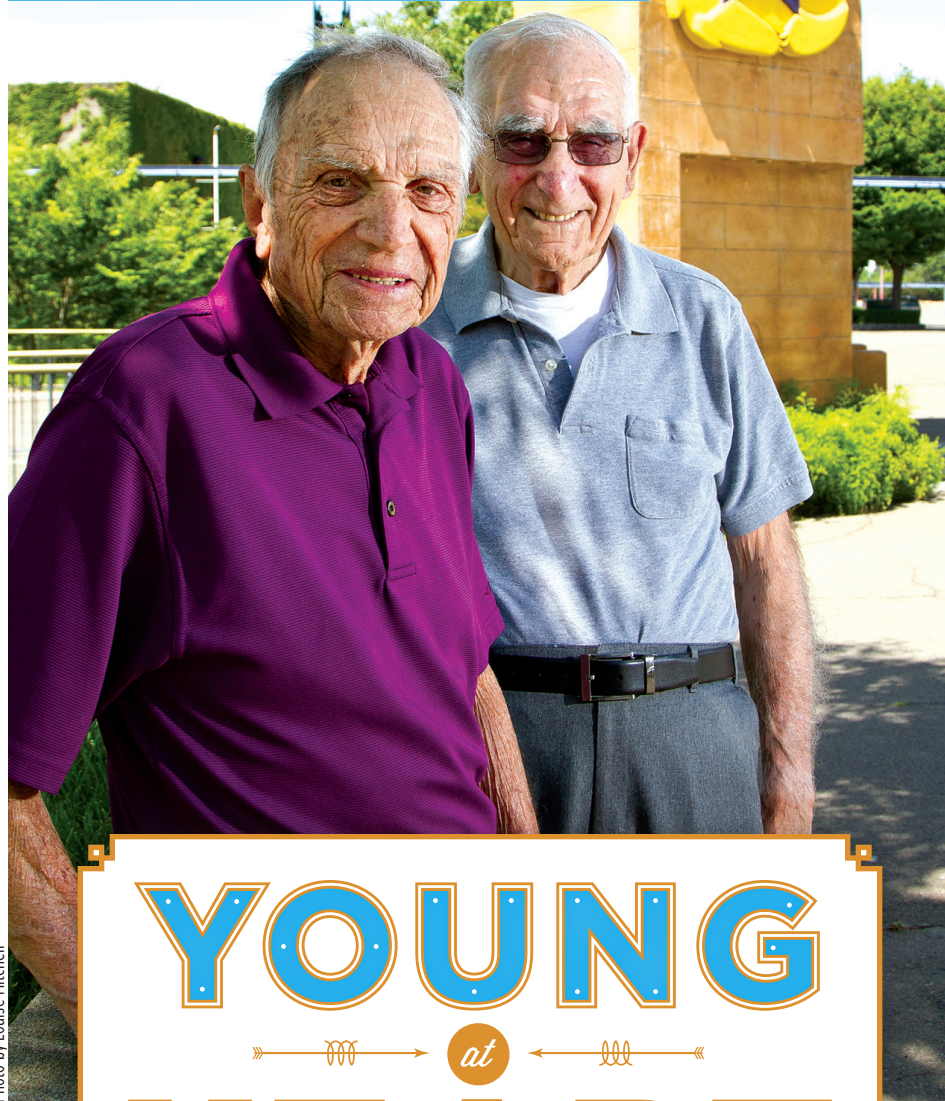


Photo by Louise Mitchell

Marvin Zraggen, 88, and Sam Rinelli, 97, are two of the Fair's most senior employees. If you combine the number of years they've worked for the California State Fair, they have nearly a century of service.



YOUNG at HEART

Q&A WITH THE FAIR'S
OLDEST EMPLOYEES

by Michelle Carl

Marvin Zraggen, 88, and Sam Rinelli, 97, have nearly a century of experience working at the California State Fair — Sam's been there 30 years and Marvin for 66 years, including back when the fairgrounds were at Broadway and Stockton Boulevard. Sam and Marvin first met while working at the Sacramento Army Depot back in the 1960s. The two buddies enjoy cruising and gambling (Sam on the ponies, Marv on the slots). Both say working the Fair and various other events at Cal Expo keep them busy.

What led to you getting a job at the Fair?

Marvin: I was at the Army Depot and had a friend who worked at the State Fair. So in '48, he said, "Why don't you come out?" So I went out there and worked part-time ... doing maintenance work. [Today] I'm taking tickets at the main gate.

Sam: When I retired, Marvin said, "Why not work at the fairgrounds?" I was looking for part-time work. I've done just about everything here. Now I come in early in the morning and open the gates, make sure everybody's here. It's like a little city out here during the Fair.

160 YEARS OF...

GREAT PRODUCTS

The Fair has long been a place of economic opportunity. It offers a chance to sell new products, whether it's world-famous salad dressing, a new line of refrigerators or flour that makes the perfect waffle. Fairs give people a place to bring these products to market, supporting the livelihoods of small business owners. Right up to today, the Fair attracts hundreds of food and product vendors who sell their wares to the masses.



What do you look forward to about the Fair every year?

Marvin: It's a good deal. I enjoy going out there. I just enjoy myself out there, enjoy the kids, keep 'em happy.

Sam: Everybody has what they like about the Fair, but my favorite is horse racing.

What is one of your fondest memories from over the years?

Marvin: My fondest memory is hitting 60 years [at the Fair]. A fair director once told me, "Marvin, do your job, keep your nose clean and you'll be here a long time." I think he was right! [The Stockton Boulevard fairgrounds] was a great place. One thing I'll never forget — the admission when I was there was 50 cents. You'd drop it in the turnstile and that's how you got into the fair.

Sam: I have so many. My fondest memories are of the people we work with out here. It gets to be like a close-knit family.



“I think the State Fair is the emblem, is the pinnacle that brings all of us together.”

Craig McNamara
2014 California State Fair
Agriculturalist of the Year

Photo Courtesy of Craig McNamara

A MAN FOR ALL SEASONS

Q&A WITH AGRICULTURALIST OF THE YEAR CRAIG MCNAMARA

by Shannon Springmeyer

Craig McNamara studied agriculture at UC Davis and has farmed organic walnuts in Winters for 34 years. He's president of the State Board of Food and Agriculture, founder of the Center for Land Based Learning and the 2014 California State Fair Agriculturalist of the Year.

How did you become involved in agriculture?

In the late '60s ... I ended up traveling to South America, and along the way worked on peasant farms. And it was that experience that really, for me personally, brought together the importance of providing food, the politics of food and ensuring that all people have access to a healthy and sustainable diet.

What are some of the major challenges facing agriculture today?

Water in California, and water in our world, will be the issue that we will be dealing with for the rest of our lives. Two others that I think are significant, and that I'm very hopeful we can change, are food insecurity and food waste. Almost 50 million of our neighbors in the United States do not know where their next meal is coming from. And half of those are children, and

that's just wrong. And we, as a nation and state, need to correct that. While at the same time, we're wasting 40 percent of our food from farm to table.

What are some positive things that are happening in California agriculture?

The awareness of our “eaters” — our consumers, all of us, is so exciting because now we've embraced healthy foods, we've embraced local foods ... And it just gives me, as a farmer, tremendous excitement and joy to see us recognizing our past and being recognized for the bounty and the diversity of foods that we produce.

How is the California State Fair significant for California's agriculture?

So many counties enjoy their fairs and it brings forward the best of what California has to offer, from its farmers, from its people, from its citizens, from its foods, from its traditions and from its cultures. And I think the State Fair is the emblem, is the pinnacle that brings all of us together. Hopefully the Fair brings out the best in us and brings out the best in California.

**160
YEARS OF...**
**GROWING THE
BEST FOOD**

The California State Fair has brought farmers together for more than 160 years to showcase the importance of the agricultural industry. Throughout the years, farmers have had the opportunity to see the newest equipment, show off their prized livestock and teach future generations the trade.



THE FARM COMES ALIVE

The Farm is a living, growing exhibit that showcases the importance of agriculture and food production in California. Here are some facts about The Farm and its history:

- It was first built in **1984**. This year is The Farm's 30th anniversary.
- The Farm was the **1st** demonstration farm presented on a fairgrounds in North America.
- More than **70** different crops are grown on The Farm over 3 1/2 acres, including watermelons and avocados.
- Crops are chosen and planted to be in peak production for the Fair in July.
- The food that is grown is donated. More than **7,440 pounds** were donated to California Foodlink and more than 937 pounds were donated to Senior Gleaners.
- More than **200 pounds** go to the cooking demonstrations held at the State Fair every year.



DROUGHT BECOMES A THEME FOR THIS YEAR'S FARM

by Michelle Carl

We've seen the headlines. We all know we're in the middle of a drought. But the lack of water is impacting our farming industry and our pocket-books more than you might think. The Farm at the State Fair has made water conservation a focus this year as part of its mission to connect people to what's happening in agriculture.

"This third year of a drought underscores how important water is for producing the bountiful California food and agriculture products enjoyed by consumers here and around the world," says Karen Ross, secretary of the California Department of Food and Agriculture. "We know that thousands of acres have been fallowed and the long-term health of trees and vines and their future productivity may be impacted."

Farming communities have been hardest hit. Farmers have not planted (fallowed) their fields and ranch families have sold their cattle because

of a lack of grazing land. According to preliminary results of a study by the UC Davis Center for Watershed Sciences, the farming industry stands to lose \$1.7 billion in revenue this year, with 14,500 workers losing their jobs due to drought conditions.

"Our farm worker community suffers when jobs are not available because crops are not planted and harvested," Ross says.

But even those outside the farming community will be impacted. Drought conditions will have a trickle-down effect for consumers, who will start feeling the impact in the grocery checkout line. According to research from Arizona State University business professor Timothy Richards, shoppers could see increases in the price of produce such as lettuce, avocados, berries, grapes and tomatoes, with costs jumping anywhere from 17 cents to 62 cents per pound or per unit, depending on the crop and how much water it takes to grow.

"The more water we can save, the better the outcome for all of us."

Karen Ross, secretary of the California Department of Food and Agriculture

The drought affects us all, and that's why conservation education is key.

"Conservation is critical as we work together to contend with the drought. It is one way we can bolster our water supply right now," Ross says. "While fallowing farm fields is the ultimate in conservation, Governor Brown has called on all Californians to cut back their water usage 20 percent. The more water we can save, the better the outcome for all of us."

This year's Fair will include water conservation education and resources, including:

- Example of a fallow field at The Farm
- How farmers are being affected by the drought
- Sustainable practices in farming, such as rice fields that provide surrogate wetland habitats for the Pacific Flyway
- Farm Passport program will feature low-water-use Mediterranean crops
- Master Gardener booth answers questions about drought
- Urban farming exhibit will show homeowners how to conserve in their backyards

Ross points to other countries that have been dealing with drought for longer than California. In Israel, people consume around 68 gallons of water a day. In Australia, it's lower — 59 gallons. California's number? 105. But Ross says Californians can adapt to this new landscape.

"We can make significant progress and then join the ranks of world leadership in conserving and recycling water," she says.

STATE★FAIR CALIFORNIA

JULY 11-27, 2014

1600 Exposition Blvd.
Sacramento, CA 95815
(877) CAL-EXPO
(916) 263-FAIR
info@calexpo.com

Visit
CAStateFair.org to
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Fun Packs.

Experience the Music

- **John Kay & Steppenwolf**
Friday, July 11
- **Macy Gray**
Saturday, July 12
- **Phil Vassar**
Sunday, July 13
- **Hinder**
Monday, July 14
- **The Spinners**
Thursday, July 17
- **Joan Jett & the Blackhearts**
Friday, July 18
- **Queen Nation (Queen Tribute)**
Saturday, July 19
- **America**
Sunday, July 20
- **Bret Michaels**
Monday, July 21
- **Pat Benatar & Neil Giraldo**
Tuesday, July 22
- **Blackjack Billy & Jana Kramer**
Wednesday, July 23
- **MercyMe**
Thursday, July 24
- **The Whispers**
Friday, July 25
- **Trick Pony**
Saturday, July 26
- **Blaze of Glory
The Bon Jovi Experience**
Sunday, July 27

All Toyota Concert Series acts on the Golden 1 Stage are FREE with Fair admission. Or go online to purchase reserved Gold Circle seating and make sure you get the best seat in the house!

Don't miss your chance to audition
for America's game show:

Wheel of Fortune!

Tuesday, July 15 & Wednesday, July 16

SOMETHING FOR EVERYONE

MICROENVIRONMENTS OFFER UNIQUE EXPERIENCES *by Mike Blount*

Are you a little bit country? Maybe a little bit more rock 'n' roll? Whatever you're into, the California State Fair has you covered. Throughout the fairgrounds, you'll find special designated areas where you can listen to the music you like, dance your heart out or just socialize. These microenvironments offer unique experiences that allow you to carve out your own personal niche at the State Fair.

Got **the blues**?

Located in the upper west side of Building D is Blues & Brews. This microenvironment includes several choices of beer and a stage filled with talented musicians playing the blues.

Wanna **try your luck**?

Inside the Clubhouse at the end of the West Gate at Cal Expo, you can watch several national high-stakes horse races and select sporting events simultaneously on dozens of screens located throughout the venue. And, if you're feeling lucky, you can place a few bets while cooling off in the air-conditioned Sports Bar.

Feeling **country**?

At the Honkeytonk Saloon in the east side of Building C, you can grab a frosty brew, eat some delicious barbecue and tap your foot along to some great modern country music.

Looking for a **fiesta**?

Visitors seeking another way to beat the heat should be sure to check out Hussong's Cantina located directly below Expo Center #1. The area features hand-shaken margaritas and Tecate served with live music from south of the border.

Are you a **wine-lover**?

Beneath the shade of trees and canopies at the south end of Cal Expo lies the Wine Garden. Take a load off your feet and relax in the beautifully landscaped area while tasting gold-award-winning wines in the largest public tasting of wineries from the state.