





LOVING SUMMER LOVIN'

California's best summer days are at the Fair

by Matthew Craggs

California is summer. From beach vacations and hiking trails to ice cream cones and free love, creative and energetic Californians channel their state's greatest natural resources into a diverse playground of discovery, innovation and accomplishments. Once a year, the California State Fair (July 10-26) brings it all together for the summer's biggest celebration. Californians may enjoy summer every day of the year, but these are the **Best 17 Days of Summer.**

With something for everyone, the California State Fair's biggest draw is the opportunity to see the Golden State from a new perspective. Wander the Tractor Supply Big Barn and watch teetering toddlers *moo* and *baah* while grandparents take a leisurely, air-conditioned vacation across more than 20 county exhibits in the California Building. Experience the excitement of live racing — whether it's horses or flying drones.

At The Farm presented by Save Mart Supermarkets, budding scientists and naturalists geek out with experts in hydroponics, fish farms and urban gardening while the International Year of Soils exhibit digs

up the dirt on what makes California produce some of the best in the world.

The once and future kings of Silicon Valley pose for pictures and snap selfies while foodies #CStateFair post pics of artichokes. Or perhaps corn dogs? Cotton candy and funnel cakes? Don't forget gyros, ribs, vegetable paninis, the award-winning craft brews, sausages, frozen bananas, wine slushies, pie-eating champions, and picnic tables piled high with a family meal of bacon-wrapped and deep-fried everything.

The racing clatter of thoroughbred hooves, cleats rocketing off the Earth's surface for a game-winning bicycle kick, amplified pitchmen introducing crowds to tomorrow's newest inventions, and a second encore carrying the concert into the cool summer night. Everywhere, audiences inspired to push themselves to become the next generation of athletes, entertainers and innovators.

Through it all, the historic monorail glides at a California pace, coasting over children's laughter erupting from the Carnival or from the Jack in the Box Freestyle Motocross Show. At night, the Carnival's twinkling lights will carry young lovers into the sky atop a Ferris wheel. A first kiss, under booming fireworks, on top of the world.

When summer is in full swing, it seems as if the season will never end. Luckily, in California, it never will.

MUST-DO, SEE, AND EAT

JUST A SAMPLE OF WHAT MAKES
THE CALIFORNIA STATE FAIR
THE **BEST 17 DAYS OF SUMMER.**

- » **NEW!** Shaded expanded seating in the Save Mart Supermarkets Wine Country featuring California's best award-winning wine.
- » **NEW!** Saddle up for three weeks of thoroughbred racing. (Pages 6-7)
- » Artichokes, beer and cotton candy — it's the ABCs of Fair food. (Page 4)
- » **NEW!** The U.S. National Drone Racing Championships will be July 16 and 17.
- » **NEW!** Bonney Field's expansion to 12,000 seats means more edge-of-your-seat excitement with two internationally televised rugby matches and a Sacramento Republic FC home game.
- » The free Toyota Concert Series featuring Air Supply, Martina McBride, War, Ashanti and more. (Page 8)
- » **NEW!** Extra Virgin Olive Oil Tasting Center, featuring award-winning oils from the State Fair Competition.
- » Become entranced at the world-famous hypnotist show.
- » **NEW!** Fruit juices served in hollowed-out fruit cups.
- » **NEW!** The International Year of Soils and drought and water-conservation exhibits. (Page 5)
- » Cool off at Raging Waters, with free daily admission during the Fair included with a California State Fair Season Pass. (Page 3)
- » **NEW!** The California State Fair App is your guide to the Best 17 Days of Summer. (Page 3)
- » Annual family photo in a photo booth.
- » C-A-L-I-F-O-R-N-I-A letters dazzle with multi-colored LEDs. **MC**



Season passes and discount tickets available through July 9

BIG FUN, BIG SAVINGS

by Matthew Craggs

Only the most ambitious and determined cram all of the California State Fair fun into one day. For the rest of us, purchase a Blue Ribbon Season Pass or Fun Pack, until July 9, for an extended summer vacation at an incredible value.

For true VIPs, the Blue Ribbon Season Pass (\$49.99) includes daily admission into the California State Fair and Raging Waters, unlimited monorail rides, preferred seating at the Miller Lite

Racetrack Grandstands for horse races, and a coupon book with two-for-one meal tickets, discounts and special deals. Cart the kids around The Farm presented by Save Mart Supermarkets and livestock areas one day and return the next night to watch horse racing or enjoy a Ferris wheel ride — just the two of you.

Make the Fair an annual, family tradition with a Fun Pack (\$49.99), which includes four general admission tickets to the California State Fair, four carnival or

monorail ride tickets and a one-day parking pass.

See everything the Fair has to offer at California's signature, laid-back pace and save money while doing it — just another reason the California State Fair embodies the **Best 17 Days of Summer**.

BLUE RIBBON APP

FREE APP FOR IOS AND ANDROID AVAILABLE IN EARLY JULY

California is the epicenter of smartphones and apps. Combine that with the Fair's tradition of showcasing technological advances and you get the California State Fair App — your guide to the **Best 17 Days of Summer**. Follow the State Fair on social media for app release information.

What's nearby?

Find your location at Cal Expo and view the closest exhibits, vendors and demonstrations.

When's the concert?

Plan your summer adventure with listings for five stages of live entertainment, sporting events and competitions. Find events by time or location.

Where's the food?

Search for the food stand you've been looking forward to or find the nearest, coldest refreshing beverage.

Want to share?

Post your pics with friends on Facebook, Twitter or Instagram using one of three exclusive California State Fair frames. **MC**

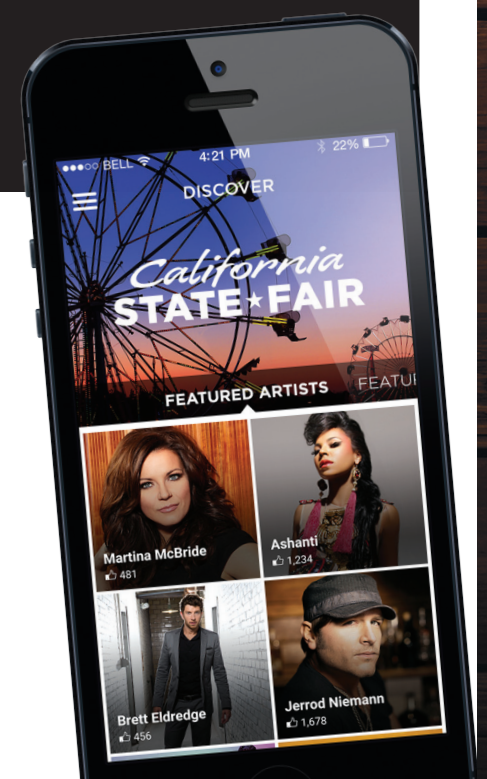




PHOTO BY BJ MARTIN

VENDOR SPOTLIGHT: PEPE'S MARISCOS

Authentic
Mexican
seafood at
the Fair

by Matthew Craggs

Quintero says. "The whole family enjoys traveling and talking with different people."

Mariscos — "seafood" in Spanish — is simply the beginning of a menu complete with grilled chicken, burritos, nachos and quesadillas. Quintero's personal favorite, the grilled fish tacos, are also a crowd favorite. White corn tortillas surround grilled tilapia, cabbage, tomatoes, onions, and cilantro — light, crisp flavors for a summer evening. Other popular options include tortas made with local, fresh-baked bread, and shrimp cocktail and ceviche.

For close to two decades, Erica Quintero and her family have traveled California, setting up Pepe's Mariscos at close to 20 fairs a year and serving authentic Mexican recipes.

"My mom loves to cook and entertain,"

Inspired by their roving culinary adventures, the family is debuting a new drink, a chamango, at the Fair. Perfect for a hot day, a chamango mixes blended and chunky mangos with chili powder, salt, and chamoy — a Mexican pickled fruit sauce. Two fruit carts will also serve mango in fresh-cut fruit cups filled with watermelon, cucumber, cantaloupe, pineapple and jicama.

While people need food to live, Californians live for food.

From fresh fruit to grilled seafood, Pepe's Mariscos has you covered breakfast, lunch and dinner, but it's only one of the many great options at the Fair.

"Cinnamon rolls," Quintero says. "I'd be lying if I didn't say I ate one every day we're here."

YOUR PLATE OVERFLOWETH

FOODIES REJOICE AT THE FAIR

From fusion food trucks to artisanal farm-to-fork, Californians play with their food — there's no better place for foodies to have fun than the California State Fair.

With more than **70 food vendors**, the Fair offers bites and sips to please every palate. Indulge in iconic fair food such as golden-brown corn dogs and funnel cakes resting under a pillow of powdered sugar.

Saving room for the pie-eating contest? Dive into the **diverse selection of healthy and ethnic options**, including grilled seafood, Greek salad, kabobs, and — for the first time at the Fair — fruit juice served in hollowed-out fruit cups from Drink a Fruit in a Fruit.

To top off the meal, sample from dozens of award-winning California wines before selecting a glass to enjoy in the expanded **Save Mart Supermarkets Wine Country**. Prefer ambers over reds? Pull up a chair at the **Craft Brew Pub**, which features more than 50 taps covering local microbrews and select California Craft Brews.

With an empty plate and a full belly, walk it off by visiting **The Farm presented by Save Mart Supermarkets**. Cheer on the food competition winners or plan your next meal with cooking tips courtesy of State Fair Chef Keith Breedlove. Because while people need food to live, Californians live for food. **MC**

THE DIRT ON DIRT

Soil Center will explore the significance of the ground beneath our feet

by Evan Tuchinsky

California leads the nation in exporting produce all over the world. When most people think of these fruits, nuts and vegetables, they think of trees and plants, but rarely the earth in which they're rooted.

Yet soil — actually, soils, because earth is multi-layered — represents a key component of agriculture, particularly in a drought-ridden state.

To help educate the public, the California State Fair will showcase soils with an exhibit and demonstrations at The Farm, the 3 1/2-acre, award-winning demonstration farm at the heart of the State Fair. This installation, called the Soil Center, dovetails with the United Nations declaring 2015 as International Year of the Soils.

"Our farmers are innovators — as creative as they are productive, to the tune of \$46.4 billion worth of agricultural produce and commodities a year. But

they have a lot of help right under their feet: the soil," says Karen Ross, Secretary of the Department of Food and Agriculture. "California is home to nine of the 10 soils on Earth as declared by Pulitzer Prize-winning author John McPhee. Our farmers and ranchers work every day to preserve, restore and protect the health of this essential resource in order to keep our families healthy."

Soil has been labeled "The Elastic Skin of the Earth" by arborist William Bryant Logan, and it's an apt analogy. The surface layers are dry unless hydrated. Below, nutrients teem, sustaining life.

"It's not just dirt," says Sonya Logman, the Fair's external affairs director. "From the U.N. declaration to our own state department's focus on soil health and all the technology that's being used in the agriculture industry, that's where some of the compelling California stories come from."

From the farmer who analyzes planting patterns to maintain seed-soil health, to consumers who compost their food waste, everyone impacts our soil, and Logman says it's the Fair's role to raise awareness of this fact.

In a shaded seating area of the Soil Center, fairgoers will learn the basics of mulching and composting. They'll also be able to see samples of mulch and compost in various stages. The hope is that the exhibit will lead to a better understanding of how soil impacts what we eat.

Secretary Ross adds, "The next time you enjoy a seasonal produce culinary creation, or even an award-winning glass of wine, remember that you're tasting the soil, sun, water, labor and love of a California farmer."





FOUR-LEGGED FUN

Learn
about the
world of
livestock

by Matt Jocks

Livestock remains a vital industry in California, a fact reflected by the scope and quality of the livestock found in the Tractor Supply Big Barn at Cal Expo. But many urban and suburban parts of California are far removed from the world of hooves and hay. The California State Fair gives visitors a chance to see farm animals up close — and the cream of the crop at that.

These farm animals represent the optimal characteristics of their breeds. For more than 160 years, the State Fair has been choosing the best livestock. Competition is held in the junior (ages 9 to 18) and open divisions. Between them, there are expected to be more than 7,000 entries this year. Youth from Future Farmers of America and 4-H will bring their prized goats, chickens and pigs to compete for the illustrious blue ribbon, but they will receive so much more. These two organizations teach young people leadership and responsibility through the process of raising livestock, a tradition that has been around for more than 100 years.

"Some younger people may feel there aren't as many opportunities in this area but it's not going away," says Jay Carlson, agriculture programs manager for the California State Fair.

Money is on the line for the exhibitors, both from prizes and potential sales. The biggest individual prize is \$1,000. Last year, Carlson says about \$68,000 was awarded in the junior competition, \$112,000 in open competition and \$4,000 in Fur and Feathers.

Those who come to view the animals may have little idea what goes into the exhibits. Throughout the Fair, while the spectators are sleeping, a temporary crew of 50 to 75 people is frantically changing over the exhibit areas, Carlson says.

"It's pretty crazy and chaotic," he says. "But they do a great job."

These exhibits are not only a place to marvel at cattle, swine, sheep, goats, llamas and alpacas, they give fairgoers an education on farm life. Did you know that pigs can't sweat? Or that a baby alpaca is called a cria? Visitors will learn even more at the Fur and Feathers exhibits, where you can get up close and personal with poultry and small game, such as rabbits. Visitors might even get a chance to pet a guinea pig or see a chick hatch.

While livestock may be the most traditional part of a state fair, not everything about it has gone unchanged. There are quality assurance and ethics trainings held throughout the state before the Fair and a process for DNA testing.

THE PLACE FOR RACING EXCITEMENT

BREEDING CHAMPIONS IS IN SACRAMENTO'S BLOOD

Whether or not they are able to cash a winning ticket, those who come to the Miller Lite Racetrack Grandstands for the 11 racing days at Cal Expo will be a part of history.

"It's the oldest professional sport in Sacramento, going back to the 1850s," California Exposition & State Fair CEO Rick Pickering says. "The Sacramento region, at one point, was the largest thoroughbred breeding and training area in the world. Some of the communities in Northern California actually owe their names to racing. Lodi was a famous horse. Winters was the name of a famous owner and breeder."

California racing got a boost last year with the success of California Chrome of Harris Farms, near Coalinga.

This year's program runs Friday-Sunday the first week and Thursday-Sunday over the next two weeks of the Fair. The program is highlighted by the Governor's Cup on July 11 and the H.H. Sheikhha Fatima Bint Mubarak Apprentice World Championship on July 18, which features apprentice jockeys from all around the globe.

On Saturdays and Sundays, the program also features workshops that provide tips on betting strategies and the handicap information for the day's card.

Friday programs begin at 4:15 p.m. Racing on other days begins at 1:15 p.m. [MJ](#)



"The Sacramento region, at one point, was the largest thoroughbred breeding and training area in the world."

Rick Pickering
CEO, California Exposition
& State Fair



THE BEST BET

ONE OF THE MOST VENERATED VOICES IN RACING COMES
TO THE MILLER LITE RACETRACK GRANDSTANDS

by Matt Jocks

If you listen above the hoof beats and the cheering crowds clutching their betting stubs at Cal Expo's Miller Lite Racetrack Grandstands, you'll hear something new at this year's Fair: the voice of Dave Rodman.

A veteran track announcer best known as the voice of the Pimlico track in Maryland — which makes him the voice of The Preakness Stakes, the second leg of racing's Triple Crown — Rodman is bringing his expertise and enthusiasm to Sacramento.

"I've been an announcer since 1981," Rodman says, "and I can tell you, the number of days

where I've felt like what I do is really work, I can count those on one hand."

Rodman is from Louisiana and made his name in Maryland, but is no stranger to California. Long before calling races in the Golden State last summer, he got his first job as a disc jockey in Carmel and used to take yearly vacations to Del Mar (known for its own fairgrounds racetrack).

He is one of the most respected voices in his sport and also one of its most passionate advocates.

"The great thing about the track to me," he says, "is that

you could be standing next to a person worth \$20 or worth \$20 million. When the horses are coming down the track, it doesn't really matter.

"Then, you have the beauty of the horses, the expertise and the discipline of the riders. There is nothing like seeing races live. It's not the same on television."

Rodman says calling races at fairs is particularly exciting to him because the fairs bring a different crowd, mixing experienced players and newcomers. He says he particularly enjoys the daily handicapping seminars the Fair offers, where novices can get

betting advice from those in the business.

"For me, that's like going back to my roots," he says. "Like when I was a teenager, going to the track with my dad."

Rodman offers this general advice on enjoying a day at the track: "Whatever your bankroll for betting is, consider what you would spend for food or entertainment if you went to another event," he says. "Then, if you break even on your bets, you've had a good day. If you make some money, you've had a *really* good day. And if you didn't, then just consider it what you spent on entertainment."



"You have the beauty of the horses, the expertise and the discipline of the riders. There is nothing like seeing races live."

Dave Rodman
track announcer

CALIFORNIA STATE FAIR, JULY 10-26

EVERYTHING YOU NEED TO KNOW FOR THE BEST 17 DAYS OF SUMMER

HOURS & ADMISSIONS

Admission Prices, through July 9

Adult, \$10
Senior (62 and over), \$8
Youth (5-12), \$6
Child (4 and under), Free
Auto Parking, \$10
Coupon Book, \$5

Season Passes, through July 9

NEW! Blue Ribbon Season Pass, \$49.99

Daily Adult admission into California State Fair and Raging Waters during the Fair, unlimited Monorail rides, horse racing reserved seating area, and a coupon book. Photo ID required each time a season pass is used.

State Fair Season Pass, \$29.99

Daily Adult admission into California State Fair and Raging Waters during the Fair.

Fun Pack, \$49.99

Four daily admission tickets, four carnival ride or monorail tickets, and a one-day parking pass.

Admission Prices, July 10-26

Adults, \$12
Seniors (62 and over), \$10 and \$8 on Fridays before 8 p.m.
Youth (5-12), \$8
Child (4 and under), Free
Monorail, \$5 single ride
Auto Parking, \$10
Motorcycle Parking, \$5

Unlimited Ride Wristbands:

Advance (through July 9), \$28
Monday-Friday, \$30
Saturday-Sunday, \$35

Fairgoers are welcome to bring outside food and drinks onto the fairgrounds. Ice chests will be searched at the entrances. No glass, aluminum cans or outside alcohol are allowed.

CASTATEFAIR.ORG

Fair Hours

Monday-Thursday, 11 a.m.-10 p.m.
Friday-Sunday, 10 a.m.-10 p.m.

Carnival Hours

Monday, Wednesday-Thursday,
2 p.m.-11 p.m.
Tuesday, 11 a.m.-11 p.m.
Friday-Sunday, 11 a.m.-12 a.m.

Kids Park Hours

Monday, Wednesday-Thursday,
Opens 12 p.m.
Tuesday, Friday-Sunday, Opens 11 a.m.

Monorail Hours

Monday-Thursday, Opens 11 a.m.
Friday-Sunday, Opens 10 a.m.

Fireworks presented by Dish Network

Friday-Saturday, 10 p.m.

SUMMER SOUNDS

Free concert series heats up the night

In the summer, Californians take their music outside. The *free* Toyota Concert Series will treat fairgoers to 17 nights of classic rock, country, R&B and more. The Golden 1 Stage is host to headliners such as comedian Paul Rodriguez, hip-hop artist Ashanti, and low-riders and funk legends, War.

Whether you ensure Air Supply is never "All Out of Love" again, or make sure "This One's for the Girls" with Martina McBride, sing it loud and proud into the night — that's California's jam.

General admission for The Toyota Concert Series is FREE with purchase of Fair admission. Prices vary for Gold Circle reserved seats. MC

- **Morris Day and the Time (July 10)**
- **Paul Rodriguez (July 11)**
- **Air Supply-40th Anniversary Tour (July 12)**
- **MKTO (July 13)**
- **Led Zepagain-A Tribute to Led Zeppelin (July 14)**
- **Martina McBride-The Everlasting Tour (July 15)**
- **Ashanti (July 16)**
- **Ky-Mani Marley (July 17)**
- **Queen Nation-A Tribute to the Music of Queen (July 18)**
- **Jerrold Niemann (July 19)**
- **War (July 20)**
- **Caravanserai-The Santana Tribute (July 21)**
- **Theory of a Deadman (July 22)**
- **Britt Nicole (July 23)**
- **Chase Rice (July 24)**
- **.38 Special (July 25)**
- **Brett Eldredge (July 26)**