

State of California

California Exposition & State Fair  
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MEMORANDUM

Date: May 16, 2018

To: Board of Directors  
California Exposition & State Fair

Via: Rick Pickering, General Manager/CEO  
California Exposition & State Fair

From: Rachelle Weir, Program Manager  
Jay Carlson, Ag Programs Manager

Subject: March Board Report

2018 FAIR PROGRAM UPDATE

- **“Life’s Big Ag-Venture!”** will provide an educational exhibit modeled after a board game to be showcased at the California State Fair in Building B. This exhibit encourages interest in agricultural careers and joining Ag associated support organizations. The exhibit will simulate a person's travels through career aspirations in agriculture while providing hands-on interactives related to agricultural learning experiences while encouraging participants to join local agricultural organizations upon games end.
- A new featured exhibit is in planning stages: **National Geographic** Photography exhibit titled: **“The future of Food”** will be showcased in Building B.
  - Food connects us, nourishes us, and defines us. In our rapidly changing, globalized world, we need to understand how food has made us who we are today and how it shapes our future. This exhibition takes a look at how we will grow and eat in the future to meet the needs of an expanding population. Food does more than just keep us alive. It plays a central role in connecting us to the land, to cultural heritage, and to each other.
  - EXHIBITION SECTIONS: Feeding 9 Billion, Aquaculture, Land Grab, Hunger, Evolution of Diet, Green Revolution, Food Waste, Vintage
  - Text topics: What does it take to feed 9



Billion, Food Waste, Evolution of Diet and California's Role in Feeding the World

- Featuring 50 images.
- Cal Expo Staff will further the conversation of Food as a common language and California's role in food production on a global scale.



- The California State Fair Kitchen will host **Taste of California workshops**, offering in-depth discussions, education and tasting opportunities for California Wine, Olive Oil beer, honey and cheese. This area will also hold: Apps for Ag and Youth Canning & Baking Competition

### **COOKING THEATRE**

- Cooking Demonstrations (various guest chefs & orgs.)
- Cultural Advisory Council Cooking Demonstration, Postal Service Cooking Challenge, Professional Chef Challenge, MRE Chef Challenge (CalVet),
- Dinner 911 Cooking Challenge (First Responders), High School Cooking Challenge, Culinary School Cooking Challenge
- Day of Flowers (CA Floral Association)

### **THE GRILL**

- Cooking & Grilling Demonstrations (various guest chefs & orgs.)

### **CALIFORNIA SAMPLING CENTERS**

- Extra Virgin Olive Oil Sampling Booth
- Honey Shoppe
- California Products Sampling Booths (1-2)

- **Farm to Glass exhibit** will return this year and be located in the Floriculture area next to the Wine Garden. This will be an educational exhibit on the agricultural products used in producing California wine, beer and distilled spirits.



## Expo Center

- New this year: **Silent Disco** will be featured in Expo Center Building 1. This exhibit features DJ's playing music which guests hear through headphones. Dance Party "A Silent Disco Experience" is an exciting, interactive environment to enjoy music and dance with family and friends. DJ's get the crowd excited and create a fun, highly energetic event.
  - Enjoy good music and dance with family and friends; it is fun for all ages.
  - A must Experience – Experience and a great Selfie sharing event and Social Network event
- **Whale Tail**- a California Coastal Commission Grant, will be returning to Building 2 in Expo Center.
- **Competition Galleries in Expo Center:** Building 7- Fine Arts, Building 4- Photography and Building 5- California Crafts
- The new wall system purchased for Expo Center and Buildings A/B in 2017 worked very well and will streamline the setup and installation for CSF Exhibits in 2018.

All participants that compete at the California State Fair must enter online in April, May or June. The following is a list of entries for 2018:

	2018 Entries	2017 Entries
<b>Fine Art</b>	<b>204</b>	
<b>Photography</b>	<b>2387</b>	2196
<b>Crafts</b>	<b>492</b>	490
<b>Student Showcase</b>	<b>1297</b>	1355

## Competitions

### 2018 EVOO Competition Summary

This is the first year of the Olive Oil program without grant funding from the CDFA Specialty Crop Block Grant program. Financial sustainability has been achieved through success in entry numbers. In 2018 there were 189 entries, a 10.5% increase over 2017. The two Best of Show winners are from multi-generational, family-owned and operated olive oil companies in the Central Valley, Wild Groves and Sciabica's California Olive Oil. The Head Judge was Orietta Gianjorio, who has been a consultant to the CA State Fair Commercial Olive Oil Competition since the original drafts of the grant proposal worked with 15 Judges from the 3 preeminent Olive Oil Tasting Panels in California

- \$15,120 in entry fees collected
- 81 Brands (up 13% over 2017) This indicates that we have a good reputation
- 141 Olive Oils received awards (75% of all entries)

### Best of Show Extra Virgin Olive Oil

- Robust Blend by Wild Groves of Newcastle, CA

## Best of Show Flavored Olive Oil

- Basil Olive Oil by Sciabica's California Olive Oil of Modesto, CA

## 2018 STATE FAIR AGRICULTURAL PROGRAM UPDATE

- **Counties Exhibits** - We currently have 17 committed counties and have extended our entry deadline into April. Our media department has sent out an email blast to all California counties reminding them of what a fantastic opportunity they have here during our great State Fair to show the masses just what their county has to offer!
- **Farm School Tours** - Our upcoming 2018 Spring Farm & Forest School Tours will begin on Monday April 9<sup>th</sup> and run through Thursday May 17<sup>th</sup>, 2018. This year we've added Monday's to our calendar to accommodate the demand! This will give us 6 additional days in the Spring and Fall. To date we're about 80% full and expect to be completed booked very soon.
- **The Farm** – The greenhouse roof replacement is complete as well as the addition of a new climate control system. The completion of these projects allows staff to begin planting seedlings earlier than before.



kids and fairgoers about the history of gourds. We're also working with Tabitha Yang at the Bohart Museum on the UC Davis campus to have some new and interesting insects and spiders in the Insect Pavilion this year... highlighting Spiders of California.

- New for 2018 in The Farm will be a Gourds exhibit and activity! During the 17 days of the Fair we'll be having Gourds on display, including a bed of various gourds growing, gourd carving demos, beading instruction, wood burning demos, and gourd painting for the kids. The local Gourd Society will be on hand each day with these activities educating kids and fairgoers about the history of gourds. We're also working with Tabitha Yang at the Bohart Museum on the UC Davis campus to have some new and interesting insects and spiders in the Insect Pavilion this year... highlighting Spiders of California.
- **Camp Smokey** is always a popular and cool spot at the State Fair. This year they're looking to make an area dedicated to 'Fire Resistant Plants' and possibly add a wishing well to the waterfall area. They are also considering having an 'After the Fire' area showing the growth and rebuilding process that is impacted a large number of Californians affected by the wildfires this year. They will also continue with their popular "Passport Program" with Smokey the Bear Bandanas.
- **The Horse Arena** – We moved the State Fair Best of Show Horse show dates to July 7-8, 2018, prior to opening of the State Fair. We all believe these changes will improve the overall quality of the show in regards to staffing and it should help increase the number of exhibitors and entries. There are several new things that we are working on for 2018 which include: 12 Strong & War Horse Tribute;



“Mane” Event: The Legend of the Horse; “Mane” Event: Tribute to “The Greatest Showman”; “Disney All Star Show” and Boots & Bling Drill Team.

over 15 different horse disciplines that will be represented during this year’s fair along with over 20 different horse breeds that will be on display for the Carousel of Breeds.

- Currently we have
- The following competition entry deadlines have closed. We are very pleased with the level of entries as these three are up. Entry totals are as follows:

Section Title	2017			2018		
	Total Exhibits Entered	Total Exhibits Judged	Total Exhibitors Shown	Total Exhibits Entered	Total Exhibits Judged	Total Exhibitors Shown
Home Wine	807	807	232	788	788	228
Extra Virgin Olive Oil	178	178	64	189	189	82
Cheese	129	127	19	145	142	23
Com Craft Brew	1477			700 open		
Counties	23	23	23	17		
Homebrew	760	760	197	754	754	241
Commercial Wine	2663	2663	356	2705	2705	354