Fairground Farms and Farmyard Festivals
Showcasing California Specialty Crops

Farmers ...

12 million people will attend a county fair in California this season. Will they taste your specialty crops, learn about your farm or visit your pumpkin patch?

Would you like an insider's tour of a county fair with fair leaders who are interested in working with you to promote your farm and agritourism operation?

Fair Professionals ...

Does your fair grow fresh fruits and vegetables and feature local farmers? Does it educate the public about your region's agricultural specialties?

Would you like to learn about fair/farm connections and meet local growers of fruits, vegetables, nuts and flowers who are interested in your fair and facilities?

Agritourism operators, Tourism professionals, Developers, Artists, Entertainers, Educators ...

Would you like to discuss the potential for collaboration and innovative experimentation with colleagues and fair professionals?

... Let's talk !

UC ANR Small Farm Program and CDFA Division of Fairs and Expositions invite you to join other fair folks, farmers and agricultural leaders for a workshop and fair tour at one of seven California fairs to share ideas for connecting farms, fairs, agritourism and promotion of California specialty crops

Santa Cruz County Fair - Thursday, September 13, 2012

8:00 a.m. to 2:30 p.m.
2601 E. Lake Avenue, Watsonville, CA
Workshop registration fee $20.00 (includes parking, lunch & tour)

University of California
Agriculture and Natural Resources
Small Farm Program
Making a Difference for California

Full workshop schedule: (all events are 8 a.m. to 2:30 p.m.)

Thursday July 26 - Amador County Fair, Plymouth
Thursday August 2 - Ventura County Fair, Ventura
Thursday August 9 - Napa Town & Country Fair, Napa
Thursday August 16 - Yolo County Fair, Woodland
Thursday September 13 - Santa Cruz County Fair, Watsonville
Thursday, October 4 - Big Fresno Fair, Fresno

cdfa CALIFORNIA DEPARTMENT OF FOOD & AGRICULTURE

For more information: (916) 900-5027 - Information and registration: sfp.ucdavis.edu/events/12fairs/
Sponsored by the UC ANR Small Farm Program and the CDFA Division of Fairs and Expositions