



CALIFORNIA DEPARTMENT OF  
FOOD & AGRICULTURE  
A. G. Kawamura, Secretary

In life, change is a given. That is as true for California's fairs as for anything else.

As we observe people's interests and how they make use of their discretionary time, we see many new activities and hobbies gaining popularity among all segments of the population.

While it is important to maintain the historical traditions of California's fairs, it is equally important to embrace the new and the innovative. It is with this in mind that fair exhibit programs are constantly looking for new exhibit possibilities to incorporate into their programs.

Fairs are all about participation - taking part in your community event. What better way to participate than to enter one of the many exhibit categories found in this exhibitor handbook? History chronicles Fairs as events when people of all cultures come together once a year to exchange ideas, exhibit handiwork and share new creations. This is still the essence of Fairs today.

Only at a Fair can you enjoy the exhibits entered by your neighbors, and actually be a part of your hometown celebration. Fairs build a sense of community pride unmatched by any other local experience. One of the most exceptional things about Fairs is their variety - entertainment, food, carnivals, commercial exhibits and so much more. These are all wonderful reasons to attend your Fair. However, the true centerpiece of the Fair is the exhibit program - still exhibits, hobbies, floriculture, livestock and all of the various activities that constitute your Fair.

Be a part of your Fair - enter yourself, and support your friends and neighbors in their efforts by taking the time to look through the exhibit areas. It is a wonderful experience just waiting for YOU! Contact the Fair today and see how you can get involved and have fun at the same time.

Thanks for participating and I will see you...at the Fair!

Sincerely,

Director Division of Fairs and  
Expositions





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A. G. Kawamura, Secretary

Dear Friends:

All over the nation there is a growing sense of regional pride in locally produced farm products. This appreciation and support is also finding its way into many of California's incredible fairs. The showcasing of California Grown products has always been a hallmark of our local fairs. The exciting new aspect about farm fresh products is the buzz we hear from the top culinary stars in America that repeatedly sing the praises of the California Cornucopia. With 400 different commodities produced in our state we have choices for everyone. The statistics show that one third of all the food each American eats each year comes from California! So what better way to get excited about this amazing fact than to recognize the wonderful opportunities that come with serving local fare at the fair!

I love eating at the fair! There are so many great comfort foods, exciting new cuisines, tasty treats and good old fashioned home cooking, that I never seem to get enough with just one visit. We can celebrate the incredible abundance that comes from healthy communities when we embrace California's fairs. The new age of celebrity chefs and culinary cook-offs creates yet another reason to come and enjoy a slice of life.

And it is the spice of life to participate with your local fair. Thank you so very much for your support and your devotion to your community! Have a great season.

Sincerely,

A.G. Kawamura  
Secretary

