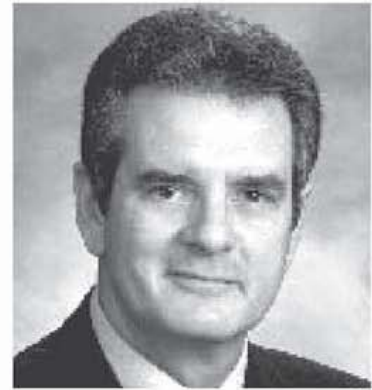




**CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE**

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,

Michael F. Treacy
Director
Division of Fairs and Expositions





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



Dear Friends:

California's fairs hold a special place in my heart. For several years before my appointment by Governor Arnold Schwarzenegger as California's Secretary of Food and Agriculture, I had the honor to serve on the Board of Directors of the Orange County Fair. Serving on the fair board was an eye-opening experience for me, and it gave me great insight into the importance of California's fairs, both for the state and for our communities.

The very first fairs grew out of our agrarian roots. For California, even with all its many faces and diverse economy, there remains a strong connection to agriculture and to the local fair.

California enjoys some of the richest agricultural resources in the world. What our fairs do so well – each fair individually and all the fairs collectively – is to remind and educate the public about California's rich farming heritage and about the continued importance of a strong agricultural economy.

Thank you for your support and your participation in your local fair. You are an important part of California's agricultural community.

Sincerely,

A.G. Kawamura
Secretary

