



What's the Fair?

A brief Introduction of Sonoma County's
Fairgrounds and how we Intertwine with
our Community

Q: Why Do we have an Annual Fair?

A: EDUCATION - Champion Agric support the community.



A: To exhibit AGRICULTURAL products or services in Sonoma County with the objective of promoting business.

A: Community Involvement that creates ECONOMIC IMPACT.

A: It started as a harvest celebration in 1855 and grew to the Fair we know today.

The first recorded Fair in Sonoma County's history was a single-day event held in front of courthouse in Santa Rosa in October 1855.

The first fairs were organized by the "Sonoma County Agricultural Society".

These fairs were held in different locations over the next few years--Healdsburg (1859), Petaluma (1860), Santa Rosa (1861) and Sonoma (1862).



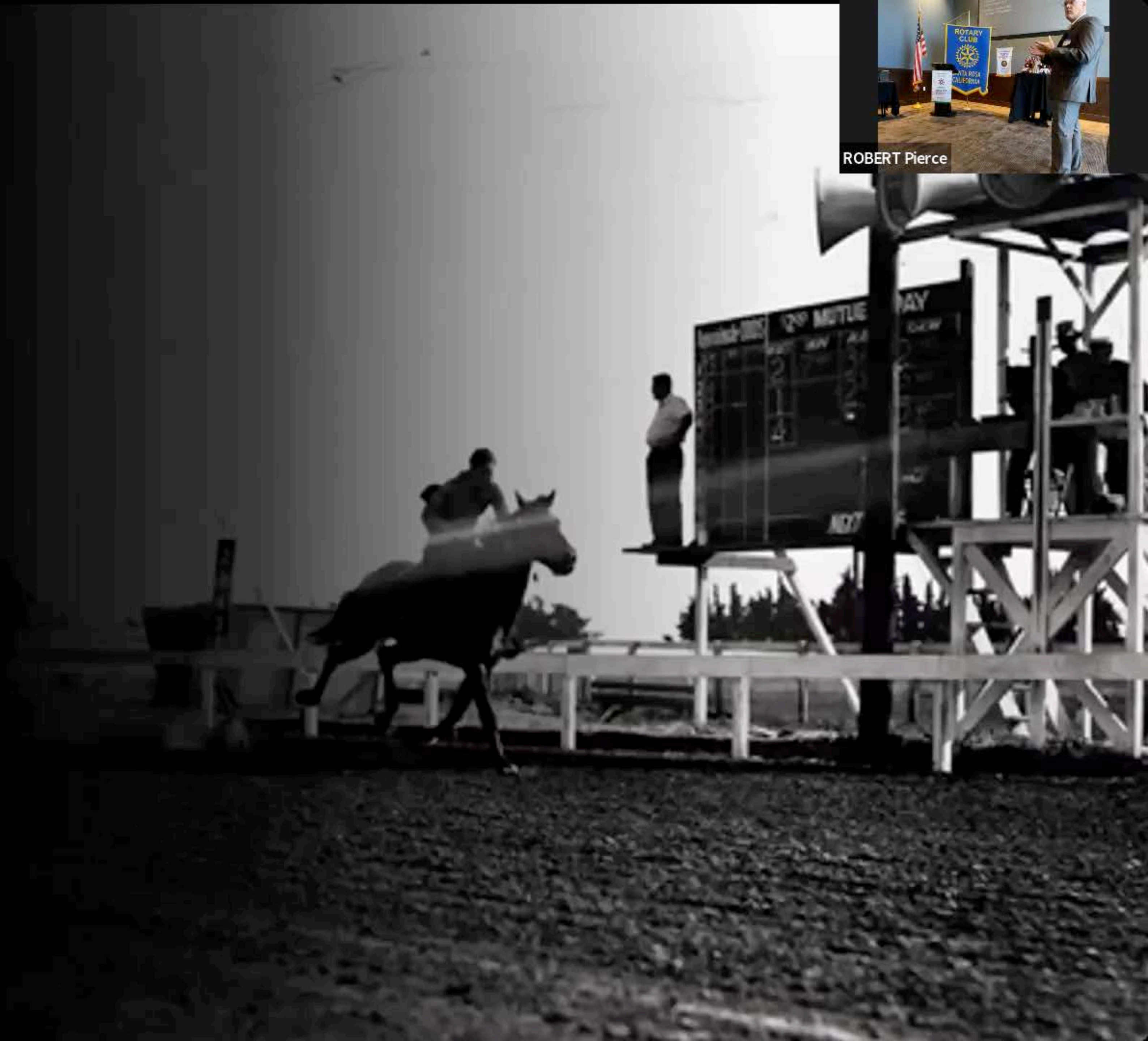
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THE
DONUT
HOLE

In 1880, the Fair boasted attendance by President Rutherford B. Hayes, General William T. Sherman, secretary of war Alexander Ramsey, and Governor George C. Perkins.

The Sonoma County Fair and Exposition

- Non-Profit Designation
- Governed by a Board of Directors Appointed by County Supervisors
- 10 day Annual fair and 355 days of Expositions.



Fairs in California



- The generic term of "fairs" refers to District Agricultural Associations (DAA's), county fairs, citrus fairs, and the California State Fair.
- The network of California fairs includes 80 fair organizations divided into four categories (the latter three are non-DAA organizations):
 1. 54 DAA's - a state government entity, 2 DAA's were deactivated during fiscal year 1997/98, leaving 52 active DAA's
 2. 23 county fairs - County government or not-for-profit organizations
 3. 2 citrus fruit fairs - not-for-profit organizations
 4. The California Exposition and State Fair (Cal Expo) - a state agency



The 10 Day Fair

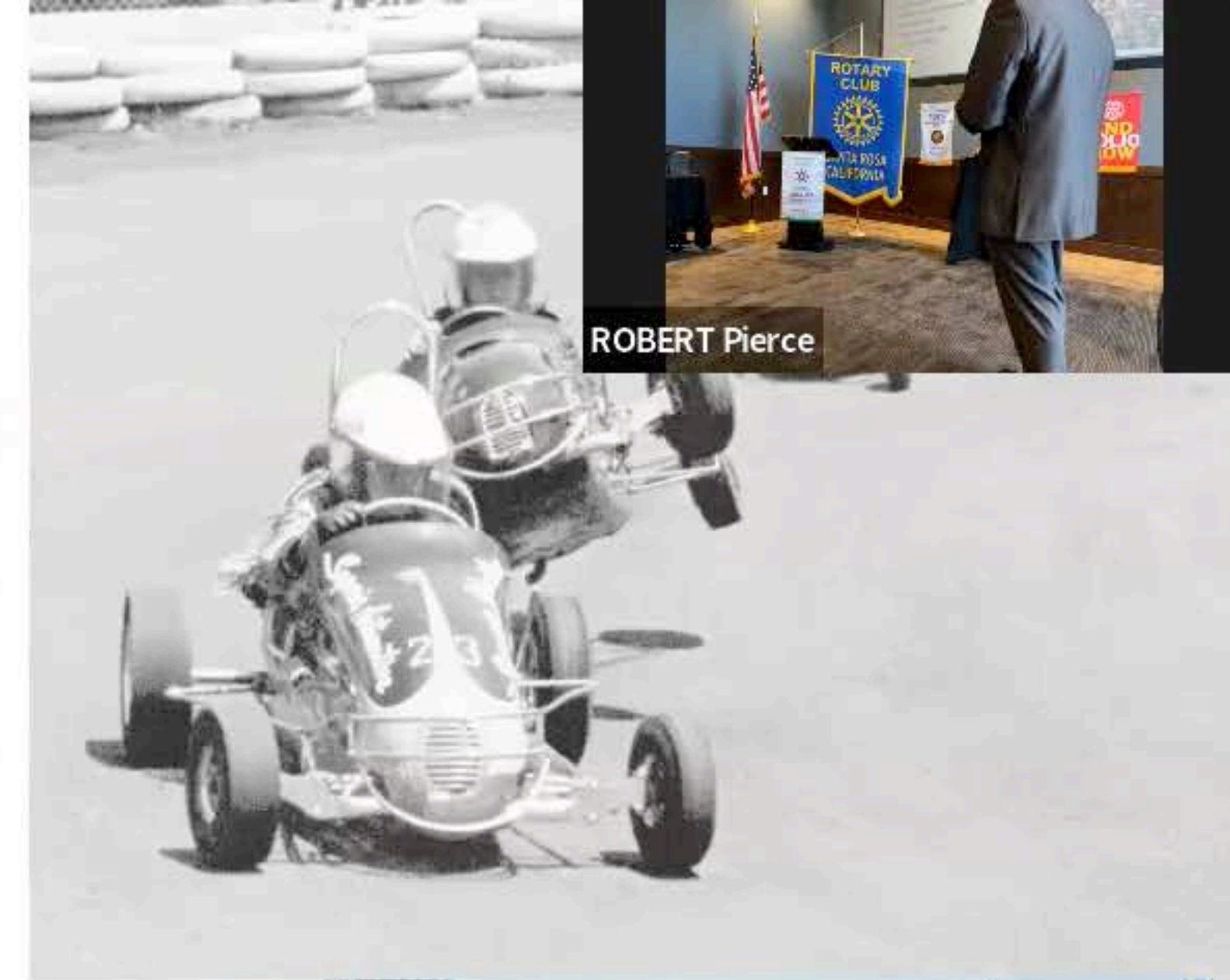
- About 200,000 Annual Attendance
- **1.9 Million in Market Animal Sales!**
- Nearly 50 Carnival Rides
- Hundreds of Food Choices
- Wide Entertainment and Cultural Choices
- Family Fun Atmosphere



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355 Days of Expositions

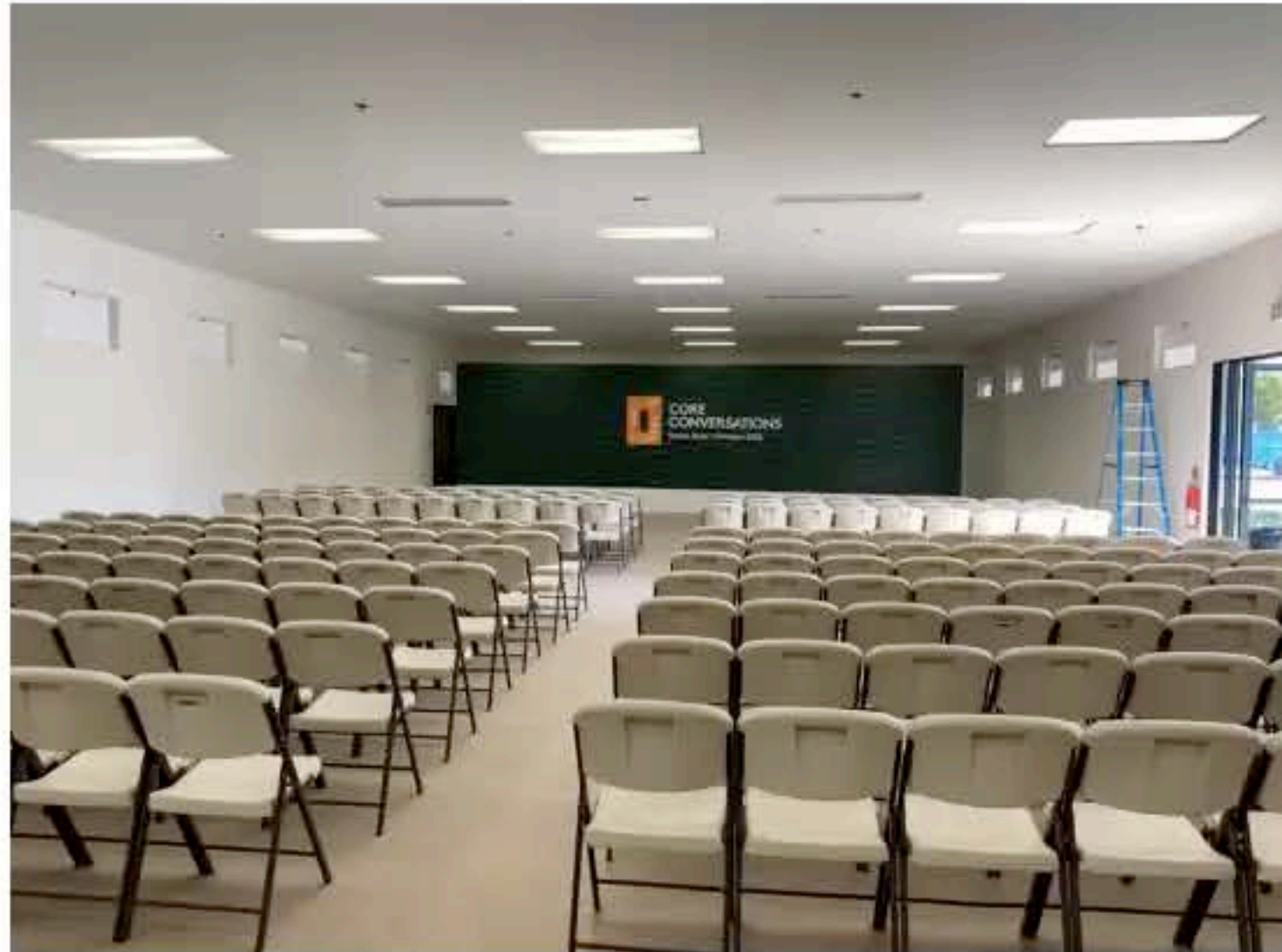
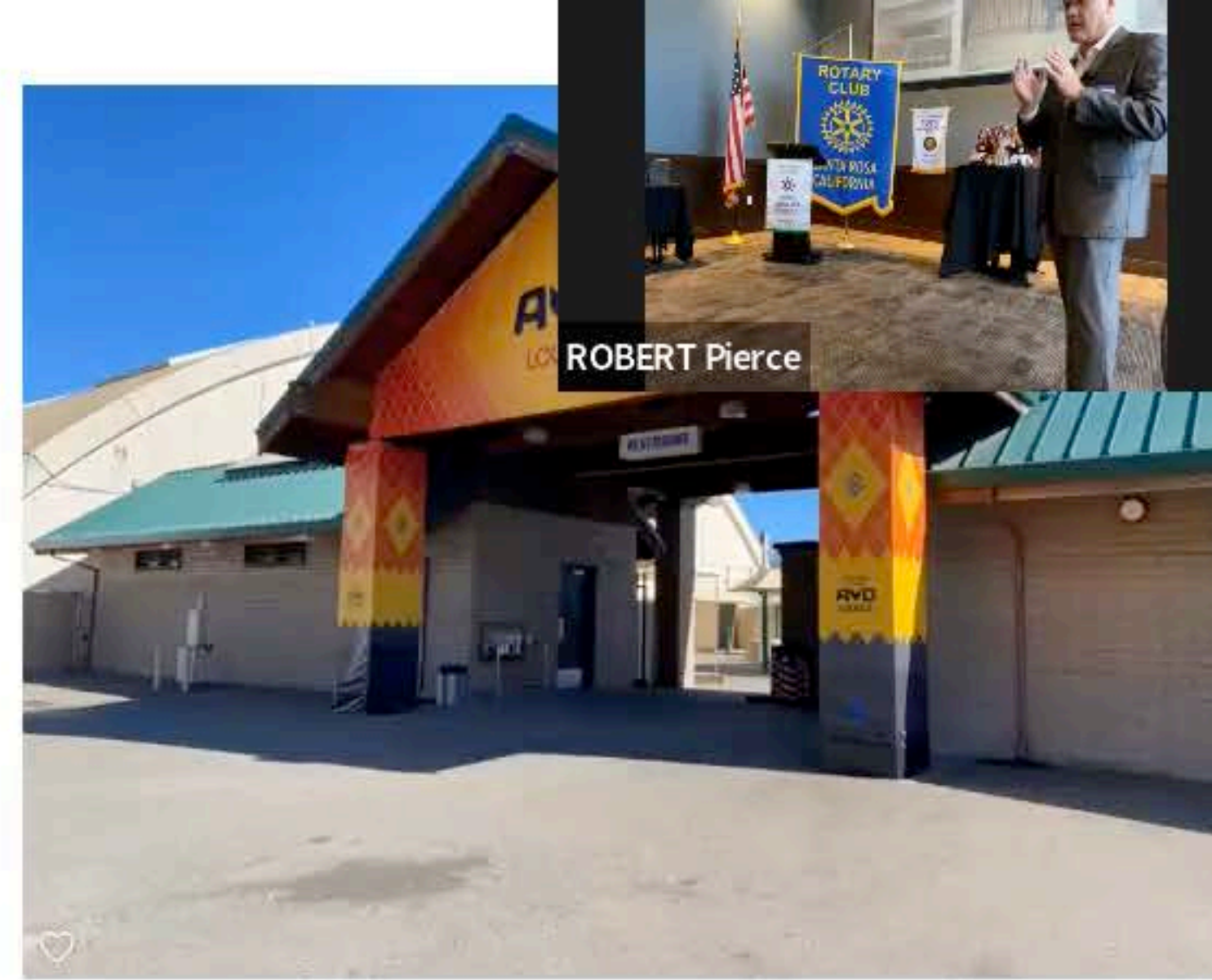


- Over 250 Community Events
- Music Festivals
- B2B Trade Events
- Fiesta's and Cultural Experiences
- Cannabis Expos
- Agricultural Education
- Harvest Festival



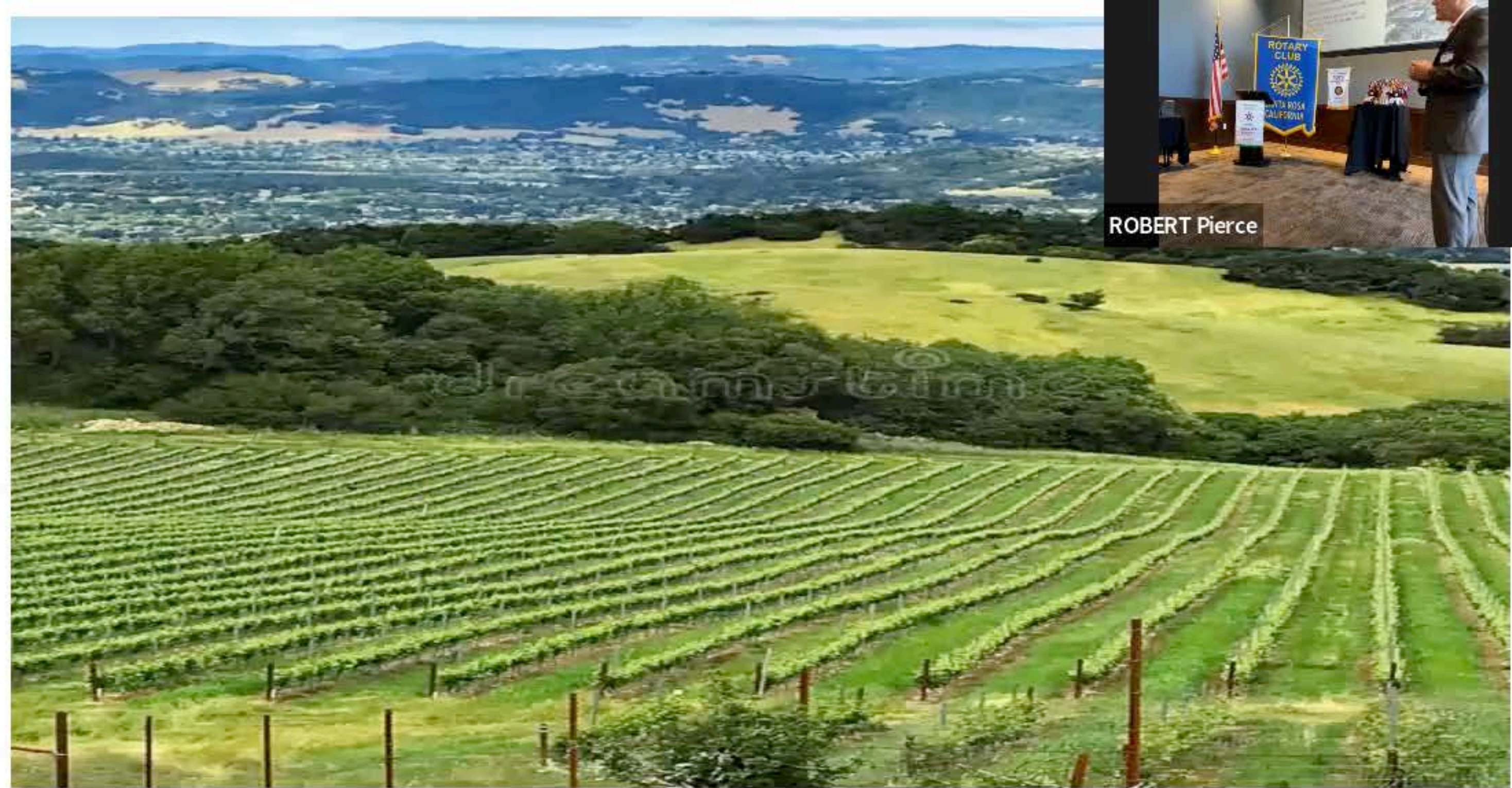
COVID Comeback 2022

- Attendance Back to 2019
- Concessions 2022 Up
- Rides 2022 Up
- Beverage 2022 Up
- Market Sales 2022 Up

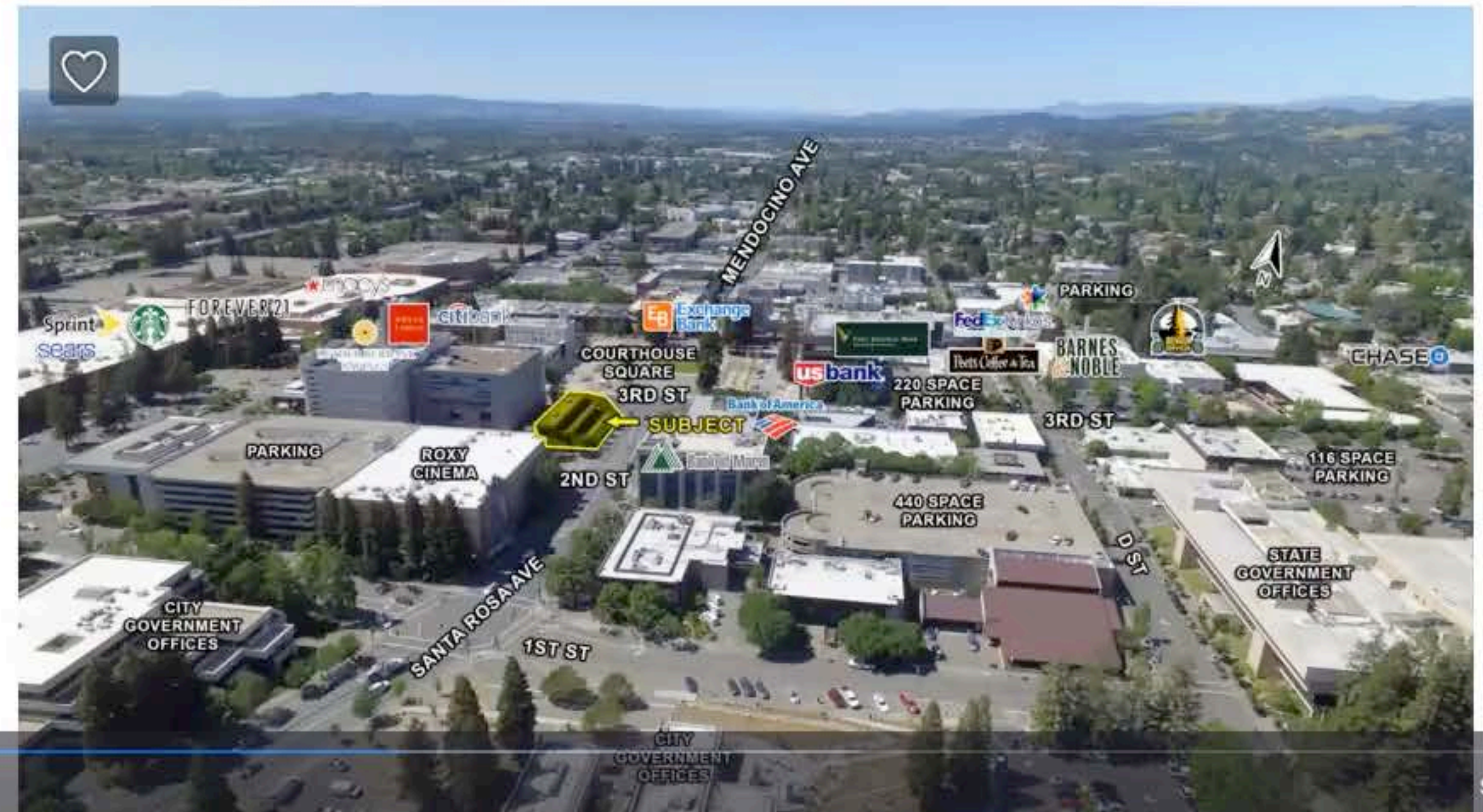


Challenges We Face

- Horse Racing Fading Away.
- Urban Development of Farmland.
- The Fair is the Cultural Bridge Educating Urban Populations and Agriculture.



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Misconceptions About Food & Agriculture



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- Chickens Need Roosters to Lay Eggs.
- The Brahman is Crossed with a Camel to make the hump.
- Farmers Beat their Animals and treat them poorly.
- Brown Cows give chocolate milk.
- Meat From Grocery Stores causes no animal harm.
- Food at grocery stores is grown locally.



Activism Feeds on Ignorance

- TOP: An activist who took a job inside a Dairy Farm to deliberately manufacture Fake footage to promote Activism
- BOTTOM: A doctored image of Dairy Cows trudging in mud, their bellies and tails are clean though.

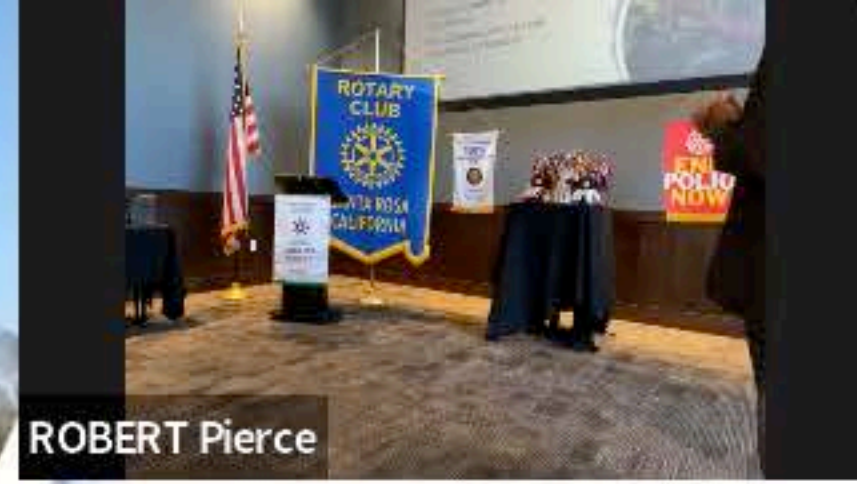


Looks Pretty Bad....



NAFTA

- Farmers are faced with not selling their Crops.
- Foreign Farmers have no regulations.
- Will California Become Food Dependent on Mexico?



Education is the Answer

- Education - Disarms Activists.
- Education - Informs Voters.
- Education - Provides Science.

- THE FAIR IS EDUCATION

