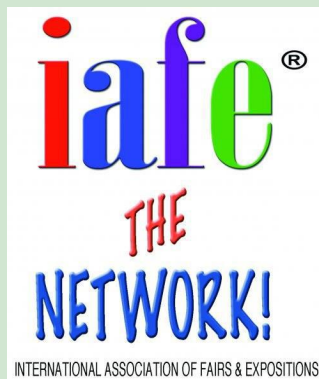




# MAAF NEWSLETTER

NOVEMBER  
2023

Issue #6



## EXECUTIVE DIRECTOR'S MESSAGE

It's that time of year again! Thanks to all the fair organizations for putting on fabulous events for all the fairs goes this past season. More to report in the January-February edition.

I'd like to take this time to wish Missy Jordan well in her new adventures. You'll read further in the newsletter.

To keep you all updated the department held a hearing on October 13th to review the fair's date changes. All of which were approved:

Springfield Fair - June 13-16, 2024,  
June 12-15, 2025  
The Houlton Agriculture Fair July 18-21, 2024  
Bangor State Fair July 25-Aug 3, 2024, July 24-  
Aug 2, 2025

Your conference committee has been hard at work already and has finalized the conference committee format and speakers. I'm happy to announce that we have the President and CEO of the IAFE, Marla Calico as the guest speaker at the banquet. She is a presenter on Thursday morning, "Volunteers: Plans, Pitfalls & Best Practices." Along with Marla we have Ray Allison CFE, Chief Development & Strategy Officer of the Indiana State Fair. He will be our Thursday afternoon speaker: "Delivering Impactful Ag. Education Programs at Fairs." New this year will be a special addition to our Sunday morning. Come and have breakfast with all the fair Queens & Princesses. The full schedule will be on the MAAF website, [mainefairs.net](http://mainefairs.net).

Look forward to seeing you all at the conference, more in the January newsletter.

Finally, little birdie told me that two of our Maine Fairs have been invited to present at the IAFE annual conference in Salt Lake City in November. Five of the MAAF Board members will be in attendance. A special announcement about the presenters will occur on November 16. All of you that are members of the IAFE should sign on to their website to see who they are.

Until next time, please sign on to [mainefairs.net](http://mainefairs.net) to keep informed on the conference. Barry



## MAAF CONFERENCE JANUARY 26-28, 2024

Sheraton Sable Oakes, S. Portland, ME  
More details coming in future e-newsletters!

## MISSY JORDAN - NEWS

As you all know, my last day with the Maine Department of Agriculture, Conservation & Forestry was November 3, 2023. It was a bittersweet decision for me to make to move on.

While fairs were not a new concept to me upon arrival at DACF, after well over a decade there my heart and soul are truly in the work being done. I am forever grateful for the opportunities I have had to learn, grow, explore, and more importantly meet some of the most incredible people. People truly make or break our industry and we have some of the best. We've coined the term "FAIRmily" over the last several years and that is what so many of you have become.

A special thanks to my fair evaluators, MAAF board, Barry, and my family who put up with me working seven days a week all summer (often being drug along) for so long and jetting to other parts of the world in the "off season" for non-fair related duties.

I look forward to continuing to interact with you all through future endeavors and of course, being part of fair and ag events like I was long before coming to DACF. Please feel free to reach out if I can help share ideas, contacts or just catch up on fair happenings. See you all in January!



## IAFE 2023 CONVENTION & TRADE SHOW NOVEMBER 26-29, 2023 SALT LAKE CITY, UTAH

The [2023 Annual IAFE Conference](#) (International Association of Expositions & Fairs) headquartered in Springfield, MO, looks forward to the highly anticipated 2023 IAFE Convention, themed Fairs Rise, set to take place Nov. 26-29 in Salt Lake City, Utah. This premier event promises to be a transformative experience for fair and exposition professionals. Attending from Maine - Barry and Junia Norris, David Andrews, Vincent Osgood, Steve Graustein, David Byras. Rayma Ashby. Darcy Winslow. Shawn Bugbee & Erik Fitch.

"The theme of the 2023 IAFE Convention – Fairs RISE (Reunite, Inspire, Support, Educate) is one of celebration and aspiration," said IAFE President and CEO Marla Calico.

"The Convention itself always feels like a big reunion of friends; we always find inspiration from speakers, trade show exhibitors, and those friends; we share information about how we support our communities and our youth; and of course, education at the Convention is expansive and on target!"

The IAFE Convention is renowned as the ultimate gathering for industry leaders, fair organizers, and suppliers from around the world. The IAFE Trade Show is the largest of its kind, offering all you could ever want for a fair.

"The educational program of the Convention is driven by member input," Calico said.

"With over 600 individuals from member organizations serving on committees, many great

ideas for sessions were brought forward. That, coupled with the other ideas submitted by the membership through our online voting in the spring, resulted in a program filled with content applicable to anyone involved in the industry today covering every aspect of fair operations.”

For more information about the 2023 IAFE Convention, including registration details, schedules, and Trade Show booth availability, please visit [www.iafeconvention.com](http://www.iafeconvention.com).

## **2023 MAAF AGRICULTURAL AWARD CONTEST "CREATING AN EXPERIENCE: MAINE ON MY PLATE" THE JUDGES**



The 2023 Ag Challenge is pleased to introduce you to two members of our judging panel.

Chef Stephanie Enjaian is the Department Chair of the culinary arts department at the Kennebec Valley Community College. The Culinary Arts AAS degree is an innovative program that includes a farm-to-table focus. Graduates of this program will have an in-depth knowledge of a sustainable food system, including where the food comes from, the advantages of buying locally, various farming and production methods, and the value of sustainable and ethical ingredients.

Sarah Littlefield is the Executive Director of the Maine Dairy Promotion Board and the Maine Dairy and Nutrition Council. She represents and advocates for dairy farmers across Maine. Maine is home to about 150 dairy farms covering over 700,000 acres of farmlands. In her role as executive director, Sarah continues to encourage us to “Recognize the people, practices, their cows and their delicious products that make up Maine’s dairy industry; an industry that endeavors to provide high quality, nutrient dense, and environmentally sustainable food to its communities.”



## **MAINE AGRICULTURAL TRADE SHOWS JANUARY 9, 10 & 11, 2024**

The State of Maine Agricultural Trades Show is sponsored by the Maine Department of Agriculture, Conservation and Forestry. It typically takes place every January and is a place for farm, agricultural and related sectors to network and connect around business needs and trends. Producers and consumers alike visit this three day show to get professional expertise, learn about technologies and to gather information on the agriculture industry.

The event offers promotion opportunities for agricultural service providers, equipment and supplies, and organizations to exhibit on the trade show floor. It also includes a conference offering



presentations about current topics, research and business trends, certification courses and annual meetings focused on agriculture, natural resource management and food systems.

The show scheduled for Tuesday, Wednesday and Thursday, January 9, 10, and 11, 2024, opens at 9:00 AM daily to the public.

There is no admission fee to attend the show. Please check the conference listings for any pre-registration and course fee requirements.

Stay tuned for the 2024 webpage coming soon.

**SPECIAL ANNOUNCEMENT**

**MAAF will be having a daily raffle for a 2024  
Maine State Fair pass.**

**Three days of the show = 1 pass raffled per day.  
\$1.00/ticket or \$5.00/6 tickets.**

**HELP FEATURE MAINE FARMS AND  
INGREDIENTS AT THE MAINE  
AGRICULTURAL TRADES SHOW!**

**Introducing** 

**Maine Farm Ingredients  
Food Truck Showcase!**

**AGRICULTURAL TRADES SHOW  
MAINE**

**Jan. 9, 10, 11, 2024 Augusta, Maine**

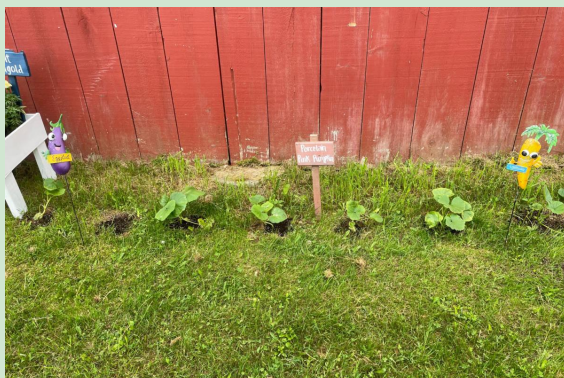
Dear Maine farmers, food producers, and food businesses - Help us launch a pilot program to celebrate Maine farms and businesses! New, for the 2024 Maine Agricultural Trades Show, we are featuring food trucks (or similar mobile purveyors) selling delicious Maine ingredients to attendees and participants. We invite food trucks (or similar mobile purveyors) to complete the interest form by December 1. Please consider sharing this form with your favorite Maine food trucks! From the Maine Agricultural Trades Show organizers and Real Maine

**IAFE ZONE 1 MEETING 2024  
MAY 16-18, 2024  
SPRINGFIELD, MA**

Zone 1 includes Connecticut, Maine, Massachusetts, New Brunswick, New Hampshire, New Jersey, New York, Newfoundland, Nova Scotia, Pennsylvania, Prince Edward Island, Quebec, Rhode Island, and Vermont. Tentatively being held at the Sheraton Springfield

The 2025 Zone 1 Meeting will be co-sponsored by Maine & NH

# LOOKING BACK AT THE FIRST MAINE FAIR SPRINGFIELD 2023 BY RAYMA ASHBY



# AND THE LAST MAINE FAIR - FRYEBURG 2023 BY RACHEL ANDREWS DAMON



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