



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

January 8, 2025

On behalf of the California Department of Food and Agriculture, a warm welcome to you as we all prepare for the exciting 2025 fair season! We are thrilled you are joining us this year and sincerely thank you for your continued involvement in showcasing your products, livestock, and expertise. Your contributions help make our fairs successful and provide an invaluable experience for our communities.

Fairs play an essential role in connecting food and agriculture with the public. They are not only a time for us to celebrate the fruits of our labor, but also serve as a critical platform for educating future generations about the importance of farming and food production, livestock management, and sustainable practices. Through your participation, you directly contribute to the appreciation of the vital role agriculture plays in our lives and foster an understanding of the tremendous diversity, innovation and new technology that create new opportunities in agriculture and our rural communities.

The fairgrounds are not just a venue for the annual events. Throughout the year, they serve as a hub for various interim activities that support local economies, offer educational programming, and foster community engagement. From hosting agricultural workshops and livestock sales to providing facilities for regional competitions and cultural festivals, the fairgrounds contribute to the vibrancy and resilience of our agricultural community. Additionally, they play an important role in emergency preparedness, providing a space for disaster response and recovery efforts during critical situations, such as flooding or extreme weather events.

We understand the dedication and hard work that goes into preparing for the fair, and we want to express our deep gratitude for your commitment to making each fair season a success. Your participation ensures the continued relevance of our fairs and strengthens the agricultural ties that bind us all together as a community.

We look forward to this fair season and its great success!

Yours truly,

Karen Ross
Secretary

