



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

February 2, 2023

The 2023 Fair Season is just around the corner! This past year was one to reflect upon. As our state reopened after a two-year hiatus, the Network of California Fairs picked right back up and opened the doors of the fairgrounds to welcome local communities to celebrate. Of course, California fairgrounds never stopped serving their communities during the pandemic. In the face of uncertainty, they rose to the occasion and reinvented themselves in as many ways as needed to serve their communities in the best ways possible.

From serving as testing sites and hosting drive-through events during the pandemic, to serving as emergency centers and hosting in-person events, fairgrounds have proven their resiliency over and over again. Whether the community is facing good or difficult times, our fairgrounds are always available and eager to lend a hand. The relationships the fair industry builds within their communities through these experiences are beyond comparison!

The impact the annual fair event has on local communities cannot be stressed enough. Every year the annual fairs attract multitudes to the various fairgrounds throughout the state. For some, it is the carnival rides. For others, it is delicious fair food. And if you are reading this letter, it is probably for your interest in the fair's exhibits. Whatever your reason may be, it all derives from tradition and a peek into technology and innovations of the future, agricultural advocacy, and a sense of community that brings California together.

Fair exhibitors generously invest enormous amounts of time and effort into their projects to represent California's culture and agricultural bounty at its best. While your main goal as an exhibitor is to learn, compete, and celebrate your accomplishments, you are also contributing to teaching your community about an industry that is of paramount importance to our state and the world.

I appreciate all your hard work and commitment to the fair and to agriculture and look forward to what this year has to offer because of your involvement.

Yours truly,

Karen Ross
Secretary

