





2025 PROGRAM SERVICE ACCOMPLISHMENTS



 804-994-2800

 www.statefairva.org

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Governance

The State Fair of Virginia and The Meadow Event Park are owned by Virginia Farm Bureau Federation[®], with the entities falling under the governance of an Oversight Committee (subgroup of the Farm Bureau board) and the Virginia Farm Bureau Board of Directors. The fair's Youth Development Board is a nonprofit organization focused on educational initiatives and youth programs. All other operational activities that are part of the State Fair, and the year-round Meadow Event Park operations, are functions of the Virginia Farm Bureau Holding Corporation.

2025 State Fair of Virginia®

The State Fair of Virginia is a hallmark of family, community, tradition and memories. We are grateful for the 215,000 guests and partners who joined us September 26 through October 5, 2025, to celebrate “Real Fun. Real Virginia.”

While the weather dampened our opening Saturday, our teams pushed hard to create an impactful event. A few highlights include:

- School field trip participation hit a record high with over 16,000 participants in our Ed Expo Program.
- During the Giant Pumpkin Weigh-off, a 1,507-pound pumpkin broke the site record of 1,340.7 pounds; 15 minutes later, a new record was set at 1,983 pounds, creating a memorable afternoon.
- We celebrated a new partnership with Amazon, bringing state-of-the-art STEM learning opportunities to the masses!
- The Youth Career Exploration Day was a success, with over 200 students and 17 partner organizations, in partnership with the Virginia Cooperative Council.
- Sunsets and Scholarships was introduced as a new take on hospitality and fundraising for scholarships during the fair.

In 2024, the Virginia Farm Bureau Board voted to change the Virginia Farm Bureau Holding Corporation royalty agreement to The State Fair of Virginia, Inc. 501(c)(3). Formerly, the Holding Corporation paid 1% of the fair’s net profit to the fair’s nonprofit. The new approved agreement designates 3% of the State Fair event’s net profit and is allocated as follows:

- One percent (1%) to the SFVA Scholarship Program
- One percent (1%) to the SFVA Operational Budget
- One percent (1%) to the SFVA Custody Account

We will continue to measure success as follows:

- **Community** - What can we do personally and professionally to serve our community?
- **Customer Service** – How did we respond both internally and externally?
- **Education** – How can we best tell our story to internal and external partners?
- **Fiscal Responsibility** – How will we maintain strong business operations aligned with solid fiscal processes?
- **Safety** – How do we ensure a safe experience for our visitors, partners and employees?
- **Technology** – How can we continue to improve the ways we communicate and operate?
- **Virginia Farm Bureau** – Did we provide a strong ROI for Virginia Farm Bureau, both fiscally and in terms of brand image and company mission?



Executive Director, State Fair of Virginia



Vision & Mission

VISION

To bring the best of Virginia together in celebration, every year.

MISSION

To nurture, preserve and celebrate the best of Virginia's culture, past, present and future.



“Our expectations are always exceeded when we exhibit livestock and enter in the home goods contests at the State Fair of Virginia. Every year we develop a deeper knowledge of the agriculture industry, build stronger relationships, and find new opportunities for growth. The scholarship program has been instrumental in turning our career goals into reality, so we can continue developing, building, and finding new ways to invest in the community. Our family is incredibly grateful to the State Fair of Virginia.”

- Ruth, Rachel, and John Mason Haile, Hanover County, VA

STATE FAIR OF VIRGINIA YOUTH DEVELOPMENT BOARD



The focus is to:

Expand leadership capacity and educational opportunities for youth participants in the annual State Fair of Virginia and other programs at The Meadow Event Park.



Connect producers, teachers, leaders, industry and business in an effort to offer encouragement and recognition to Virginia's youth as they participate in competitions and educational programs.

Areas of Focus:

Virginia Agriculture

Virginia Natural Resources & Conservation

Virginia Arts, Culture & History

Youth Agricultural Organizations

Multi-generational Programming

Diversity in Competitions

Scholarship Program

Leadership Development

Three key areas of programming are: Natural Resources; Agriculture; and Arts, Culture and History. Agencies that partnered with programming included:

Virginia Association of Soil & Water Conservation Districts; Virginia Department of Conservation & Recreation; Virginia State Parks; Virginia Marine Resources Commissions; Virginia Department of Wildlife Resources; Virginia Master Naturalists; Natural Resources Conservation Service.

Virginia Beef Council; Virginia Beekeepers; Virginia Cooperative Extension; Virginia DECA; Virginia FCCLA; Virginia FFA; Virginia Grain Producers Association; Virginia Peanut Growers Association; Virginia SkillsUSA; Virginia Soybean Association; Virginia State University; Virginia 4-H; and Virginia Farm Bureau.

2025 STATE FAIR OF VIRGINIA AT A GLANCE

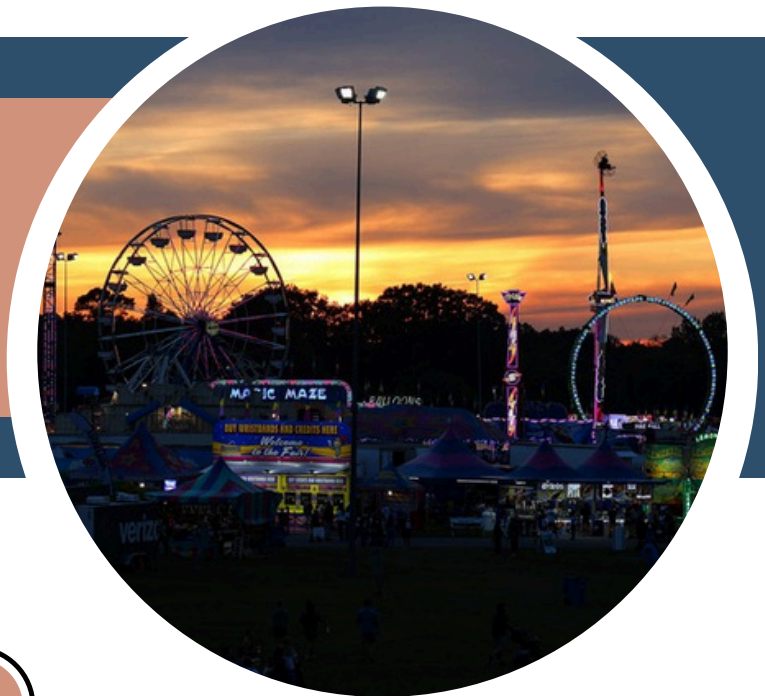
TOTAL ATTENDANCE

215,000

EDUCATIONAL PARTNERS

> 70
organizations

76.6% of fairgoers said The State Fair of Virginia is an important family tradition.



SOCIAL MEDIA SUCCESS

12.9 M+ Total Reach +65.8%

127.8 K+ Total Engagement +162.3%

12,996 Follower Growth +9.8%

145,603 Total Audience

Reporting Period: January 1, 2025 - October 27, 2025
Compared to January 1, 2024 - October 27, 2024

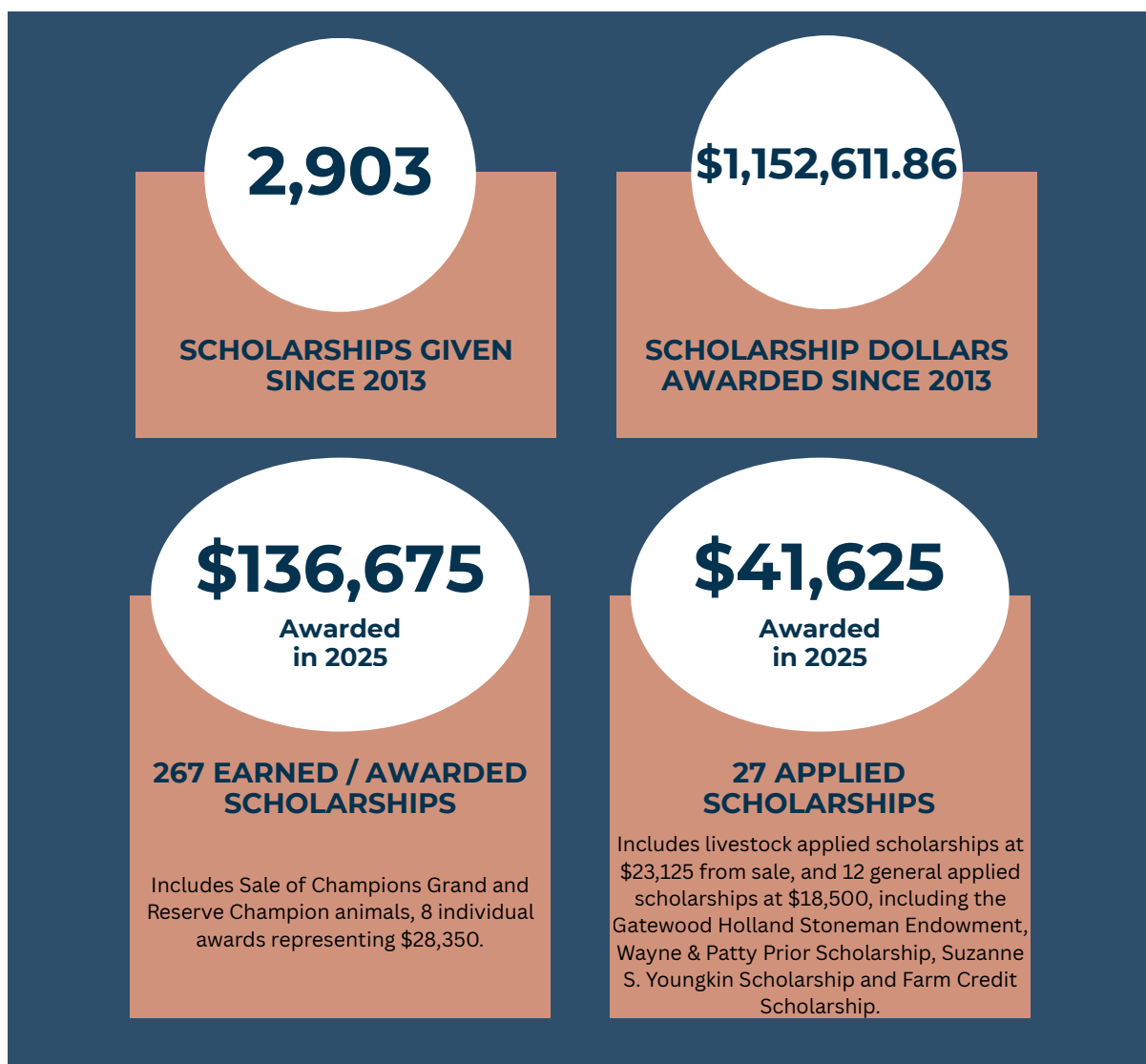
2025 Scholarship Awards

Since 2013, the State Fair of Virginia Scholarship Program has awarded **\$1,152,611** via **2,903** individual scholarships.

Scholarship winners may use their scholarship earnings to attend any accredited post-secondary educational institution.

Scholarship categories include:

- Earned scholarships won in State Fair competitions & Sale of Champions
- Applied Scholarships won through an application process



2025 Scholarship Awards

Livestock Competitions

- Beef
- Dairy Cattle
- Dairy Goats
- Master Showmanship
- Meat Goats
- Poultry
- Sale of Champions
- Sheep
- Swine

4-H & FFA Competitions

- AgriScience - Demo
- AgriScience - Poster
- Crop Judging
- Jr. Dairymen's
- Hippology
- Horticulture Demonstrations
- Jr. Forester's
- Lawn Tractor Operator Safety
- Middle School Ag
- Small Engines Troubleshooting
- Student Gardens
- Tire Art
- Tractor Troubleshooting

Other Competitions

- Culinary Arts
- Egg Council Culinary Competition
- Two-Dimensional Fine Arts
- Three-Dimensional Fine Arts
- High School Rodeo

SkillsUSA Competitions

- Auto Body - Team
- Auto Service - Team
- Cabinetmaking / Carpentry - Team
- Cosmetology: Fantasy Mannequin Comb-out
- Cosmetology: Mannequin Comb-out
- Cosmetology: Nail Care
- Cosmetology: Total Fashion Look
- Criminal Justice
- Drafting
- Drone Competition
- Electricity
- First Aid / CPR
- Heavy Equipment
- HVACR - Team
- Job Demonstration
- Masonry - Team
- Photography
- Plumbing
- Promotional Bulletin Board
- TV Production
- Welding

Youth Livestock Awarded Scholarships



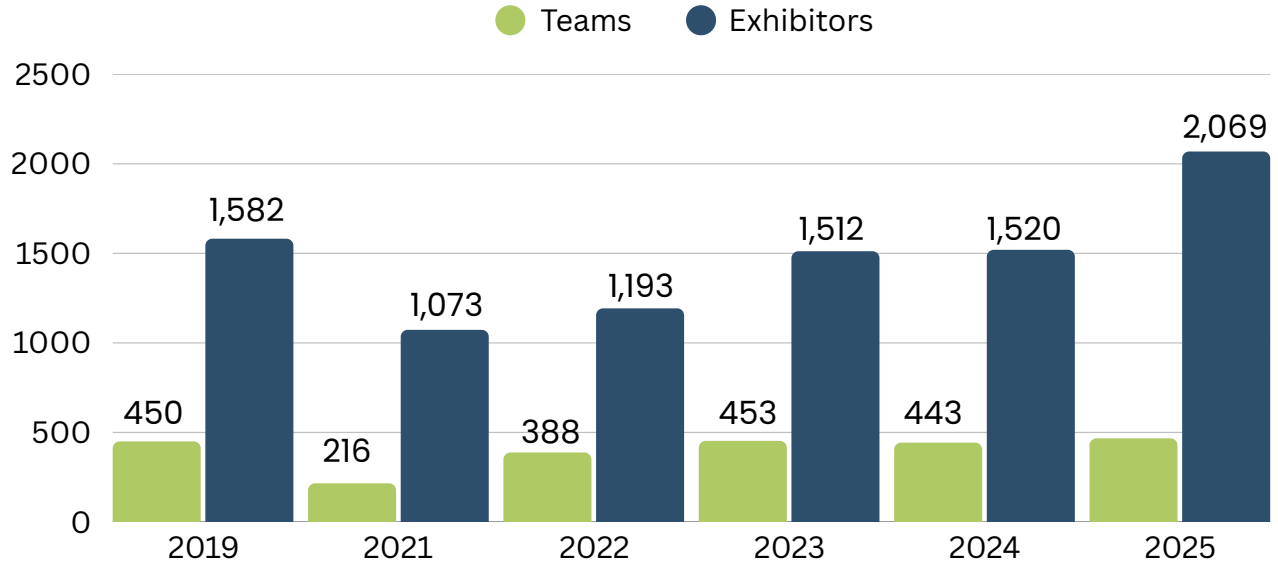
Any youth who participate in the youth livestock shows at the current year's fair are eligible. These include: youth beef, youth sheep, youth meat goat and youth swine shows. Application categories are broken out by age: Juniors (9-12); Intermediate (13-15); and Seniors (16 and older) with five scholarships being awarded in each category.

Judging is based on applicants' State Fair participation, as well as on leadership and community service activities and an essay. Interviews are conducted for top applicants in the senior division. Funds allocated for the scholarships represent a portion of proceeds from the current year's Sale of Champions benefit auction.

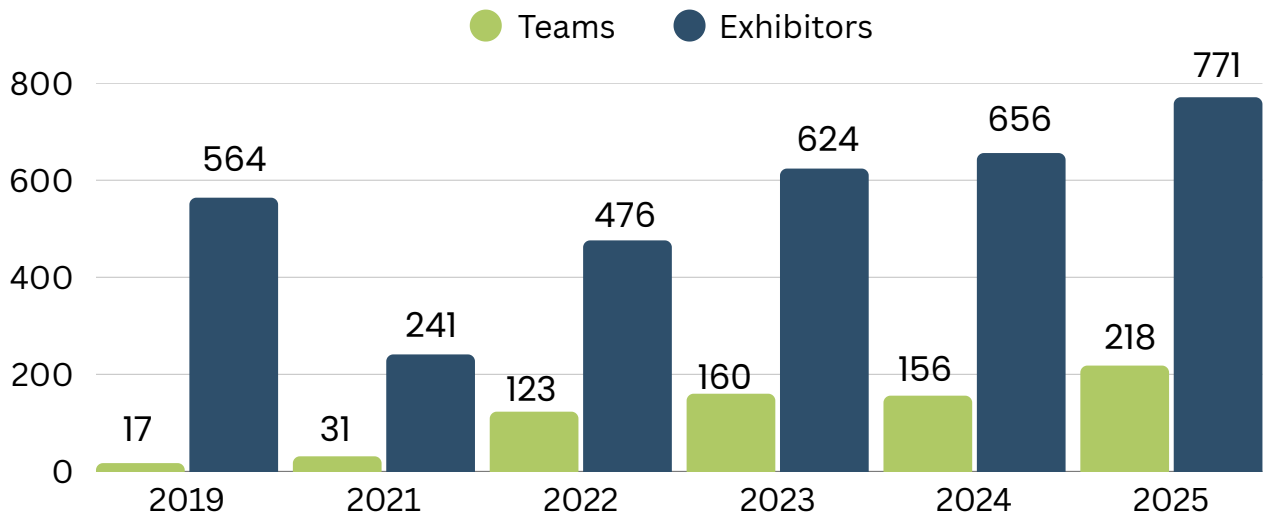
Deadline: Applications are due March 1, 2026 and reviewed by the Scholarship Committee in March. Special recognition of winners is listed on the fair's website and made at the upcoming State Fair.

STUDENT COMPETITIONS

4-H AND FFA NON-LIVESTOCK COMPETITIONS 2019-2025

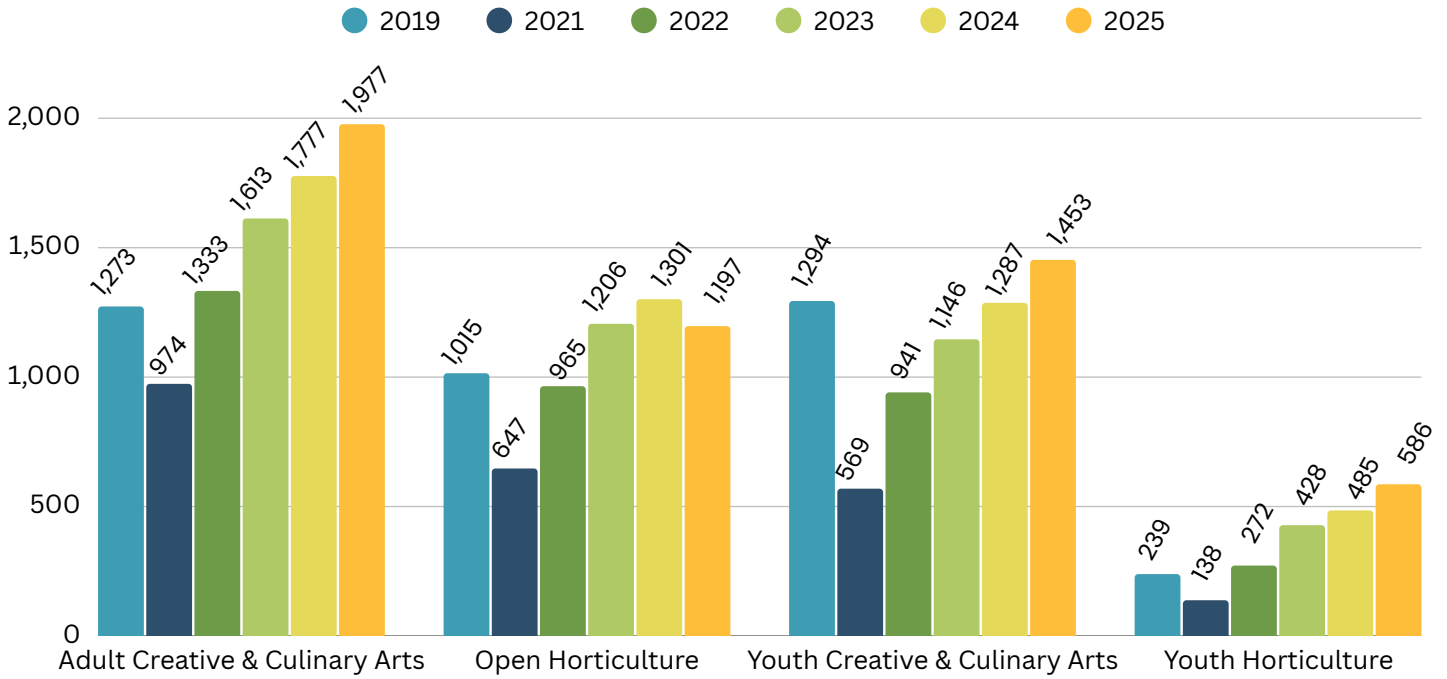


SKILLS USA COMPETITIONS 2019-2025



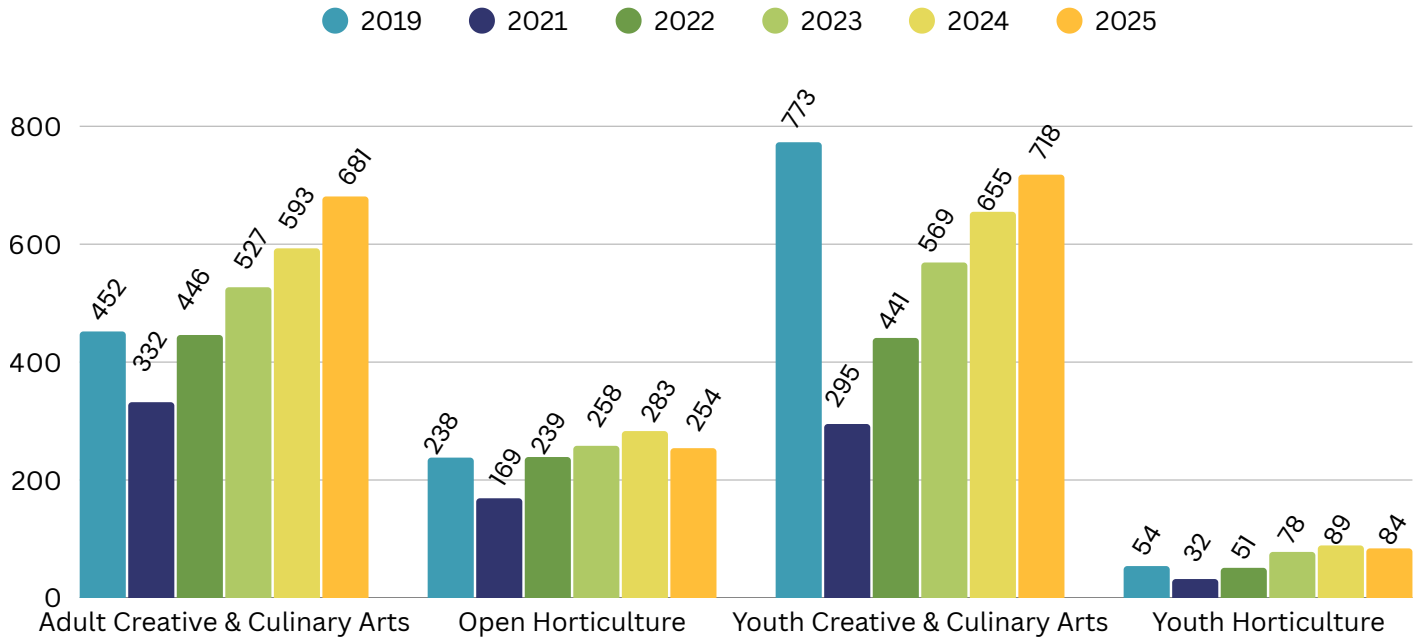
GENERAL COMPETITIONS

ENTRIES 2019-2025



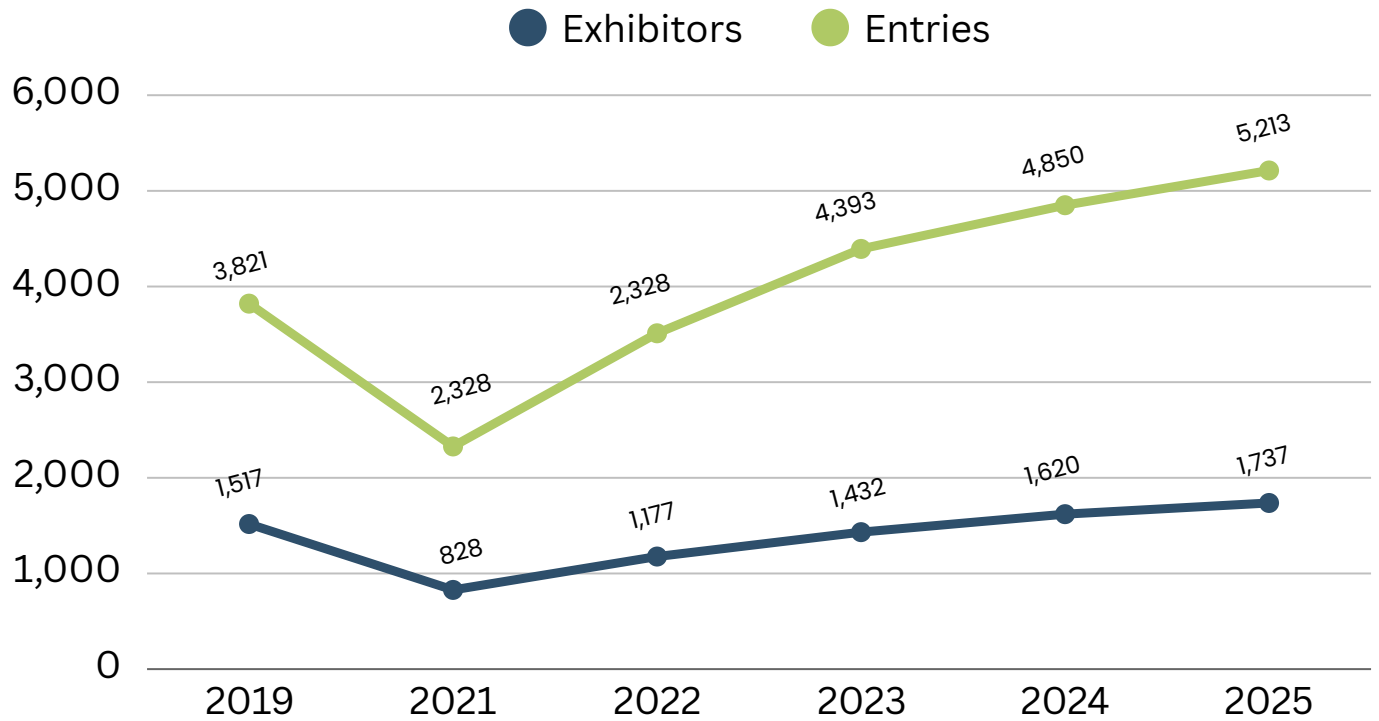
***Over 139 divisions and over 863 classes of competition**

EXHIBITORS 2019-2025



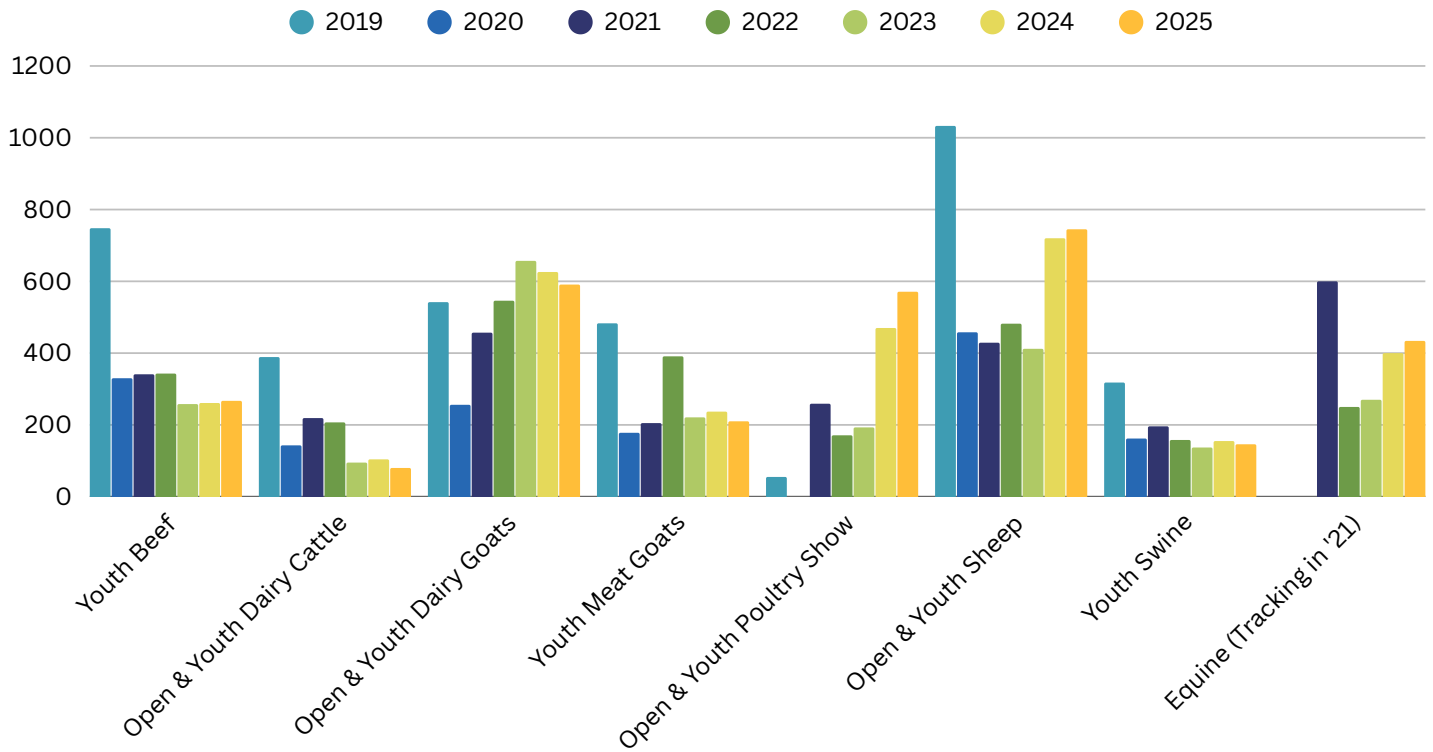
ARTS, CULINARY & HORTICULTURE COMPETITIONS

EXHIBITOR & ENTRY TRENDS 2019-2025



LIVESTOCK COMPETITIONS

LIVESTOCK COMPETITIONS 2019-2025

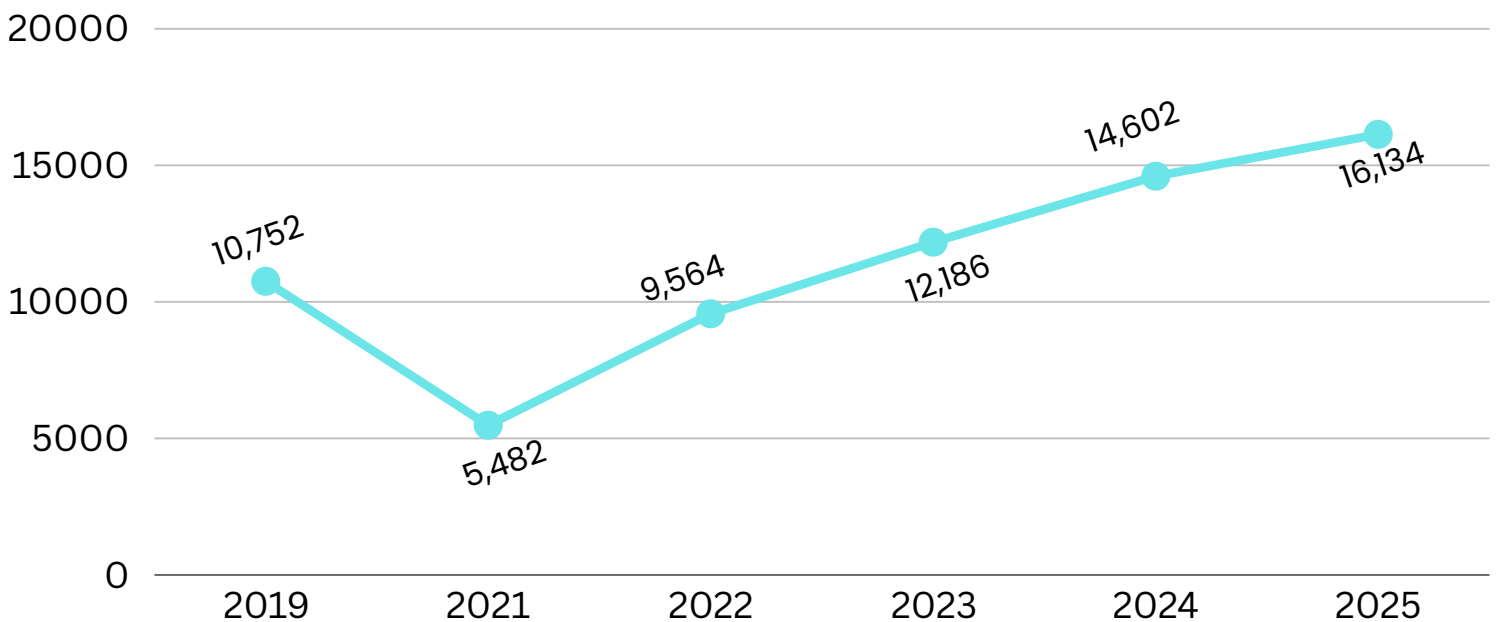


	2019	2020	2021	2022	2023	2024	2025
Youth Beef	748	330	341	343	258	261	267
Open & Youth Dairy Cattle	389	143	219	207	95	104	80
Open & Youth Dairy Goats	542	256	457	546	657	626	591
Youth Meat Goats	483	178	205	391	221	237	210
Open & Youth Poultry	55	N/A	259	171	193	470	571
Open & Youth Sheep	1033	458	429	482	412	720	745
Youth Swine	318	162	196	158	137	155	146
Equine (Tracking in '21)			600	250	270	400	434

*Open shows were added to sheep and poultry in 2024. Open beef and open meat goats divisions were removed starting in 2020/2021. Only youth livestock shows occurred in 2020.

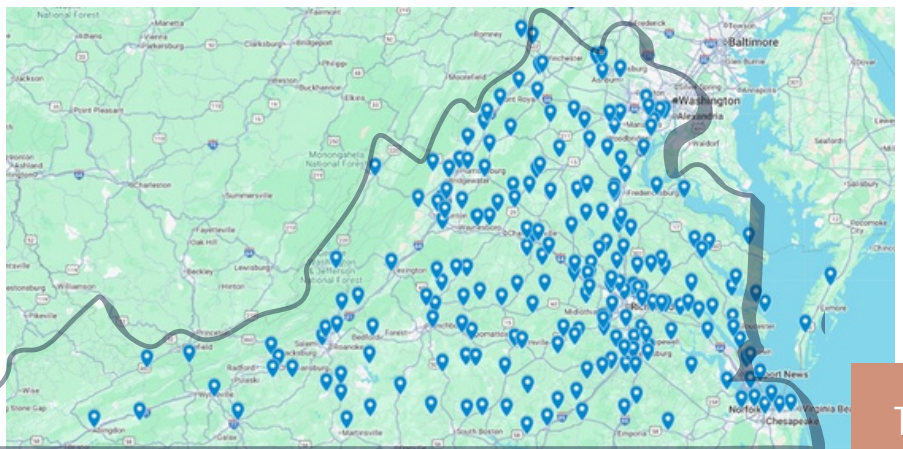
EDUCATIONAL EXPOSITION - ED EXPO

ED EXPO STUDENT PARTICIPATION 2019-2025



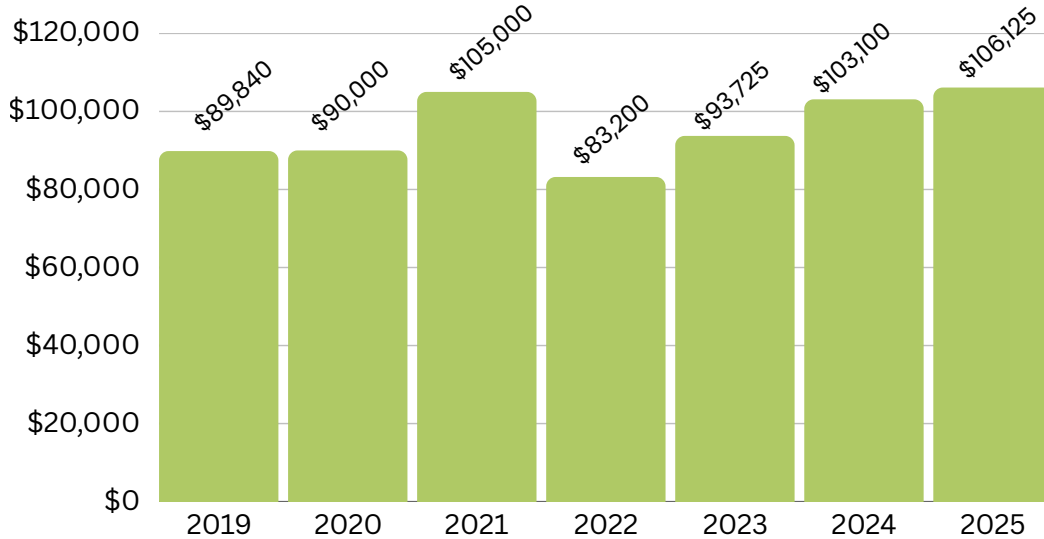
The 2025 Ed Expo had record student participation from youth across **82 counties and 30 independent cities** from around Virginia! School field trips would not be possible without the involvement of our many educational partners, state agencies and agricultural commodity groups and organizations. These partners work to bring SOLs to life with interactive opportunities as part of “Virginia’s Largest Outdoor Classroom.”

This year, we successfully hosted a Youth Career Exploration Day with over 200 youth participants and 17 companies on Tuesday. Additionally, we were able to offer our first-ever School Travel Grants through the generosity of partners to help eliminate financial barriers for schools to bring their students to the fair.



SALE OF CHAMPIONS

SALE OF CHAMPIONS ANNUAL SUPPORT 2019-2025



Established in 2015, the Sale of Champions is held annually on the second Saturday of the fair. The eight market animal champions are "auctioned off, rewarding the exhibitors of the Sale while also contributing to the sale itself, premiums and scholarships offered to all youth livestock exhibitors, the applied youth scholarship program and the endowed scholarship fund.

The Sale of Champions is an opportunity to celebrate the youth livestock exhibitors for their hard work and engage partners to contribute to the State Fair of Virginia Youth Scholarship Program and Youth Livestock Show.

\$977,102

Total money raised through the Sale of Champions since 2015

\$160,847

Total money raised for the SFVA Youth Scholarship Endowment since 2015



SUNSETS & SCHOLARSHIPS

A NEW TWIST ON HOSPITALITY AND FUNDRAISING

The event world continues to evolve, but it also shifted drastically in 2020. In the years since, our team recognized that it was time to infuse new energy into the use of Meadow Hall for fundraising purposes.

Sunsets & Scholarships was designed to offer a refined way to enjoy the State Fair of Virginia while utilizing Meadow Hall and supporting the State Fair of Virginia Youth Scholarship Program. The hope was to reach a broader base, offering an exclusive hospitality experience to unwind in style. However, we struggled to reach our market and broke even in this inaugural year.

The feedback of external partners, potential sponsors and board members was generally positive, but it was an event people had to see and experience first before they could fully get behind. As such, we've collected feedback and will continue working with our team to meet the needs and interests of our partners and stakeholders.

We look forward to continuing to offer a hospitality experience in the Meadow Hall in the future with the goal of being intentional in our outreach strategy.

Next year, guests can expect:

- A budget-friendly ticket upgrade experience for the regular fairgoer on weekends
- Corporate hospitality opportunities on weekdays for partners to create a memorable event for their employees, clients and stakeholders
- A leveled-up Western Gala Experience for networking Thursday night



2025 STATE FAIR OF VIRGINIA YOUTH DEVELOPMENT BOARD

Charter Directors

- **Mr. William F. Osl Jr.**, Chairman of the Board
- **Mr. Leigh Pemberton**, Charter Director
- **Mr. Thomas Graves**, Charter Director
- **Mr. Scott Sink**, President, VFBB, ex-officio

Board of Directors

- **Mrs. Bette Brand**, CEO/Founder, Strategic Consulting, LLC
- **Mr. Lynwood Broaddus**, President, Caroline County Farm Bureau
- **Dr. Robert Corley III**, Dean, College of Agriculture Virginia State University
- **Mr. Steve Criswell**, General Manager, Southern States Cooperative
- **Dr. Dixie Watts Dalton**, Associate Professor, Virginia Tech Dept. of Ag & Applied Economics
- **Mr. M.L. Everett, Jr.**, CEO, Everett Farms
- **Mrs. Katie Frazier**, Director, Farm Credit of the Virginias
- **Mr. Addison Gills**, Operations Manager, Center for Sustainable Energy
- **Mr. Thomas Graves**, VFBB District 7, Spring Forest Farm
- **Dr. Mike Gutter**, Director, Virginia Cooperative Extension; Associate Dean
- **Mrs. Rachel Gross Henley**, Advocacy Specialist, Virginia Farm Bureau
- **Mr. Donald H. Horsley**, Land of Promise Farms Partnership
- **Mr. Shane Horsley**, Vice President, Smithfield Foods, Inc.
- **Mr. Ray Leonard**, Vice President, Sales, Virginia Farm Bureau Mutual Insurance Company
- **Hon. Robert D. Orrock Sr.**, Virginia House of Delegates
- **Mr. Andy Seibel**, Executive Secretary, Virginia FFA
- **Mrs. Susan Upshaw**, Vice President, Ag & Commercial Lending, First Bank & Trust
- **Mr. Andrew Vehorn**, Old Dominion Electric Cooperative

Officers

- **Marlene Pierson-Jolliffe**, Vice President of Operations & Executive Director, State Fair of Virginia
- **David Priddy**, Treasurer
- **Chris Kern**, Assistant Treasurer
- **Kathleen Early**, Secretary
- **Marc Follmer**, Assistant Secretary & Senior Vice President of Legal

Meadow Event Park Staff

- **Marlene Pierson-Jolliffe**, Vice President of Operations & Executive Director, State Fair of Virginia
- **Glenn Martin**, Director of Livestock & Equine Events
- **Jamie Worsham**, Assistant Manager of Livestock & Equine Operations
- **Sarah Jane Thomsen**, Manager of Agriculture Education & Strategic Partnerships Programming
- **Melody Hill**, Manager of Vendor Sales & Rental Services Assistant
- **Rose Thomas**, Event Logistics Assistant
- **Tim Meadows**, Manager of Facility Operations & Logistics
- **Daniel Kirby**, Maintenance & Event Operations Assistant
- **Chad Longest**, Maintenance & Event Operations Assistant

Virginia Farm Bureau Staff

- **Wilmer Stoneman**, Vice President, Agriculture, Development & Innovation*
*retired November 2025
- **Kathy Dixon**, Assistant Director, Communications

2025 STATE FAIR OF VIRGINIA YOUTH DEVELOPMENT BOARD COMMITTEES

Finance & Audit Committee

- Mr. M.L. Everett Jr.
- Mr. Thomas Graves
- Mr. Ray Leonard*
- Mr. William F. Osl Jr.
- Mrs. Susan Upshaw

Programs Committee - Livestock

- Mr. Lynwood Broaddus
- Ms. Katherine Carter
- Mr. Frank Graves
- Mr. Thomas Graves
- Mr. Don Horsley
- Mr. Shane Horsley*
- Mr. Leigh Pemberton
- Mr. Andy Seibel

Sale of Champions Working Group

- John Benner
- Katherine Carter
- Tim Clark
- Frank Graves
- Scott Greiner
- Ryan Horsley
- Shane Horsley*
- Elizabeth Nixon-Marshall
- Wes Marshall
- Kim Nixon
- Wilmer Stoneman

Programs Committee - General

- Mrs. Bette Brand
- Mr. M.L. Everett Jr.
- Mrs. Katie Frazier*
- Dr. Mike Gutter
- Mrs. Rachel Gross Henley
- Hon. Bobby Orrock
- Mr. Andrew Vehorn

Scholarship Committee

- Mr. Lynwood Broaddus*
- Dr. Robert Corley III
- Dr. Dixie Watts Dalton
- Mr. Addison Gills
- Mrs. Mary Howell
- Mr. Don Horsley



*Denotes committee chair