

Foreword

On behalf of our state's fair industry, I am pleased to issue this report about the economic and social benefits of California's fairs. This multifaceted industry contributes \$2.5 billion in economic impact to the Golden State, and it creates nearly 28,000 jobs and generates \$136 million in state and local tax revenues.

In addition to these economic benefits, fairs offer communities a place to gather, celebrate their heritage and reward one another for their accomplishments through competition and public recognition. Fairs also provide community groups with fundraising opportunities. Band uniforms, soccer fields, school booster clubs, senior meal programs and a variety of other community services have been provided by funds raised on fairgrounds. Tangible social benefits such as these are presented in various case studies featured within this report.

My family and I have been involved in our hometown fair for many decades. Growing up in

California's Central Valley, I participated in the junior livestock programs throughout my youth. Over the years, our family has actively supported community groups that raise funds at the fairgrounds, and we've enjoyed hours of entertainment and educational exhibits,

displays and shows. Families just like ours enthusiastically come to fairs because they offer an occasion to celebrate our agrarian traditions and showcase our values — values like family, hard work and innovation.

The California Department of Food and Agriculture is proud that our 78 fairs offer

California's citizens an opportunity to learn about agriculture and its importance in our daily lives. California is the richest agricultural state in the world, and our fairs provide a vital link in sharing this message.

Join us as we explore the economic gold mine of California's fairs.



William (Bill) J. Lyons Jr.
Secretary