

FAIRS NEWSLETTER – Winter 2010

2010 Fair Dates

The 2010 fair dates are available on the TDA website at www.picktnproducts.org.

Tennessee Fair Facts:

- Approximately 3 million people visited Tennessee fairs in 2009
- Fairs paid out \$1 million in agricultural premiums to exhibitors
- Over 200,000 agricultural exhibits at fairs
- Over 75,000 agricultural exhibitors at all fairs
- Fairs had approximately \$11 million in gross receipts last year
- Over 13,000 volunteers put in over 375,000 volunteer hours at all fairs in 2009.

2011 Tennessee Association of Fairs Convention

The 89th annual convention of the Tennessee Association of Fairs will be held January 20-22, 2011, at the Nashville Airport Marriott, Nashville, TN. For more information contact the TAF at 931-438-7242. The annual convention will include national speakers, educational workshops, fair showcase, agricultural competitions, trade show, auction, entertainment showcases, and State Fairest of the Fair competition. One of the highlights is the fairs Merit Awards banquet where approximately 60 fairs compete for state and regional awards in the categories of champion, runners-up, and most improved.

TENNESSEE ASSOCIATION OF FAIRS Convention 2010...

With the theme, “*Anticipating Our Future While Remembering Our Past*”, the 88th annual convention of the Tennessee Assn. of Fairs was held Jan. 14-16, 2010, at the Nashville Airport Marriott Hotel. Over 900 fair member volunteers from 62 county and regional fairs participated in the convention that featured national speakers, educational workshops, various competitions, and musical showcases.

The convention featured the 12th *Annual Fair Showcase* exhibits and competitions, the Award of Merit recognitions, and the closing evening awards banquet with the highly anticipated announcement of winning Tennessee fairs for 2009. Winners are listed below.

The 89th Annual Convention of the Tennessee Assn. of Fairs will be held January 20-22, 2011, in Nashville. For more information on the Tennessee Assn. of Fairs contact Emily Pitcock, Executive Sec., 123 Clark Mill Road, Fayetteville, TN 37334, or visit their website at www.tennesseefairs.com.

2009 Fair Awards...January 16, 2010

The Dyer County Fair in Dyersburg was named the prestigious Champion of Champions for 2009 during the 88th annual convention of the Tennessee Assn. of Fairs in Nashville on January 16, 2010. The awards are sponsored annually by the Tennessee Department of Agriculture and the Tennessee Association of Fairs, the state organization representing Tennessee’s fair industry.

Fifty-seven of the state’s top county fairs were recognized with the “Award of Merit” based on overall operations, educational value and promotion of local interest in agriculture and community spirit. Other 2009 Winners were:

Division A

State Champion: White County Fair, Sparta, Tennessee
1st runner-up: Fentress County Fair, Jamestown
2nd runner-up: Sequatchie County Fair, Dunlap
Most Improved: Van Buren County, Spencer

Division AA

State Champion: Lincoln County Fair, Fayetteville
1st runner-up: Obion County Fair, Union City
2nd runner-up: Warren County Fair, McMinnville
Most Improved: Cocke County Fair, Newport

Division AAA

State Champion Wilson County Fair, Lebanon
 1st runner-up: Cumberland County Fair, Crossville
 2nd runner-up: Greene County Fair, Greeneville
 Most Improved: Jefferson County Fair, Jefferson City

The **White County Fair, Lincoln County Fair, and Wilson County Fair** will compete in November 2010 for State Champion of Champions for 2010.

2010 Fair Showcase Highlights Fair Promotions & Ideas

The 12th Annual Fair Showcase competition, sponsored by the Tennessee Department of Agriculture and the Tenn. Association of Fairs, was held during the TAF Annual Convention January 2010. Thirty-seven counties participated in this event. The Fair Showcase featured approximately 400 entries competing in 40 categories for over \$3,300 in ribbons, trophies and prize money. The TAF awarded \$50 for 1st place, \$20 for 2nd Place, and \$10 for 3rd place for these educational entries and exhibits. Each 1st place winner also received a trophy. Category and fair winners are:

Category	1 st Place	2 nd Place	3 rd Place
Premium Book	Warren Co. Fair	Williamson Co. Fair	Overton Co. Fair
Premium Tabloid	Greene Co. Fair	Dickson Co. Fair	Gibson Co. Fair
Fair Brochure (folded informational pamphlet)	Williamson Co. Fair	Jefferson Co. Fair	Tennessee State Fair
Showbill (8x10 or 8x13 paper with promo. ad)	Williamson Co. Fair	Fentress Co. Fair	Jefferson Co. Fair
Flyer (flat single information sheet) A. group	Lincoln Co. Fair	Houston Co. Fair	Sevier Co. Fair
Poster (large printed paper that can be attached)	Overton Co. Fair	Clay Co. Fair	Jefferson Co. Fair
Letterhead	Anderson Co. Fair	Tenn. Valley Fair	Coffee Co. Fair
Envelope	Anderson Co. Fair	Lauderdale Co. Fair	Cocke Co. Fair
Scrapbook "A" Division	Overton Co. Fair	Fentress Co. Fair	Sequatchie Co. Fair
Scrapbook AA Div.	Cocke Co. Fair	Rhea Co. Fair	Franklin Co. Fair
Scrapbook AAA Div.	Greene Co. Fair	Wilson Co. Fair	Gibson Co. Fair
Scrapbook Regional Div.	Tenn. Valley Fair		
Pick Tenn. Products - exhibit 8x10 photo	Dyer County Fair	Henry Co. Fair	Franklin Co. Fair
Decorative & ornamental gourds	Franklin Co. Fair	Fentress Co. Fair	Macon Co. Fair
Pieced quilt (hand pieced & hand quilted)	Rhea Co. Fair	Henry Co. Fair	Cocke Co. Fair
Pieced quilt (machine pieced & machine quilted)	Wilson Co. Fair	Fentress Co. Fair	Rhea Co. Fair
Fair Display - free standing	Wilson Co. Fair	Macon Co. Fair	Fentress Co. Fair
Fair display - table top	Wilson Co. Fair	Sequatchie Co. Fair	Cocke Co. Fair
Other fair promotional items (water bottles, buttons, pins, bags, etc.)	Franklin Co. Fair	Williamson Co. Fair	Wilson Co. Fair
Website page	Wilson Co. Fair	Williamson Co. Fair	Obion Co. Fair
Video - (DVD or VHS 3-5 min.)	Dyer Co. Fair	Wilson Co. Fair	Macon Co. Fair
Creative Fair idea – Agricultural	Tenn. Valley Fair	Fentress Co. Fair	Rhea Co. Fair
Creative Fair Idea (other than agriculture)	Sequatchie Co. Fair	Sevier Co. Fair	Tenn. State Fair
Fair Hat - screen printed theme	Cocke Co. Fair		
Fair Hat - screen printed logo	Cocke Co. Fair	Smith Co. Fair	Morgan Co. Fair
Fair Hat – embroidered theme	Franklin Co. Fair	Houston Co. Fair	Overton Co. Fair
Fair Hat – embroidered logo	Fentress Co. Fair	Cocke Co. Fair	Wilson Co. Fair

Fair T-shirt – screen printed theme	Rhea Co. Fair	Williamson Co. Fair	Cumberland Co. Fair
Fair T-shirt – screen printed logo	Rhea Co. Fair	Wilson Co. Fair	Tenn. State Fair
Fair T-shirt – embroidered theme	Cheatham Co. Fair	Overton Co. Fair	
Fair T-shirt embroidered logo	Wilson Co. Fair	Anderson Co. Fair	Tenn. State Fair
Denim Shirt -Collar screen printed theme	Fentress Co. Fair		
Denim Shirt - collar screen printed logo	Fentress Co. Fair	Cocke Co. Fair	Dyer Co. Fair
Denim shirt -collar, embroidered theme	Fentress Co. Fair	Coffee Co. Fair	Franklin Co. Fair
Denim Shirt - collar, embroidered logo	Cocke Co. Fair	Lincoln Co. Fair	Wilson Co. Fair
Fair shirt - collar, screen printed theme	Fentress Co. Fair	Cocke Co. Fair	
Fair shirt - collar, screen printed logo	Rhea Co. Fair	Cumberland Co. Fair	Cocke Co. Fair
Fair shirt - collar, embroidered theme	Franklin Co. Fair	Coffee Co. Fair	Polk Co. Fair
Fair Shirt - - collar, embroidered logo	Cocke Co. Fair	Henry Co. Fair	Wilson Co. Fair
Best of Show (must have at least 5 items entered in Showcase to be eligible)	Fentress Co. Fair	Wilson Co. Fair	Cocke Co. Fair

Fair History

Tennessee fairs began, when in 1854, the Bureau of Agriculture in Tennessee (now known as the Tenn. Dept. of Agriculture) was established for the primary purpose to promote in every practical manner, the industry of agriculture through fairs and livestock shows. Tennesseans answered the call in 1854 by the U. S. Agricultural Society in Washington, D.C. that saw the needs and concerns of farmers and planters about soil conservation, diversifying crops and transporting agricultural products to the market. State legislative acts were passed that provided funds for the fairs to begin. For over a century, fairs have survived wars, epidemics, economic depressions, fires and social revolutions. Through all this, agricultural fairs have managed to maintain their high reputation for youth and adult agriculture involvement, fun, fascination, excitement, education and amusement.

In Tennessee, eight fairs have been recognized by the Tennessee Department of Agriculture, as being Century Fairs, those agricultural fairs in the state that have been in continuous fair operation for 100 years or more. In addition to a signed certificate for the fair, each fair is awarded a permanent bronze plaque marker that is installed on the fairgrounds. In 2004, the Lincoln County Fair in Fayetteville received the Century Fair designation. The Lincoln County Fair hosted several special events during the fair to celebrate 100 years, the fair having begun in 1904. Future plans are to further document the history of fairs with a *Century Fair* exhibit in Nashville. In 2003, seven Tennessee fairs received *Century Fair* distinction: Those fairs receiving the certificate of honor, their location and the year of their first fair are: **Anderson County Fair**, Clinton, TN, 1889; **Coffee County Fair**, Manchester, 1857; **DeKalb County Fair**, Alexandria, 1856; **Gibson County Fair**, Trenton, 1855; **Mid-South Fair**, Memphis, 1856; **West Tennessee State Fair**, Jackson, 1855, and **White County Fair**, Sparta, 1855. These fairs received permanent bronze markers during ceremonies at each fairgrounds commemorating each as a *Century Fair* in Tennessee. In 2004 **Lincoln County Fair**, Fayetteville, received the honor and bronze marker, for their fair which began in 1904. The **Tennessee State Fair**, Nashville, commemorated 100th anniversary of their fair in 2005.

Longevity of Tennessee Fairs: The following are the number of fairs for the brackets of years the fairs have been in continuous operation (with the exception of the Civil War):

Over 150 years – 5 fairs	50-60 years -- 8 fairs
125-150 years -- 2 fairs	40-50 years -- 1 fair
100-125 years -- 4 fairs	30-40 years -- 3 fairs
90-100 years -- 4 fairs	20-30 years -- 2 fairs
80-90 years -- 7 fairs	10-20 years -- 3 fairs
70-80 years -- 3 fairs	5-10 years -- 4 fairs
60-70 years -- 8 fairs	5 yrs.or less -- 4 fairs

Fair Attendance Steady

The 2009 Tennessee fair season ended on October 1st with the majority of fairs statewide seeing a steady number in attendance. Rains across Tennessee for several weeks hampered a day, two, sometimes 3 days of inclement weather at almost every fair in 2009. Fair officials though, report increase in agricultural exhibits and participation, various new activities, attractions, entertainment and opportunities offered by the fairs in our state. The number of volunteers at Tennessee fairs was up last year by 2,000 more volunteers, bringing the total to 13,363 volunteers. For 15 weeks, beginning in June, 59 county and 3 regional fairs dotted the Tennessee countryside attracting approximately 3 million visitors.

Fairs offered participants opportunities to exhibit livestock and agricultural products and to educate the public about agriculture in Tennessee. Fair staff and volunteers planned, worked and prepared tirelessly for the 2008 fair season. The year-long preparations result in wholesome family fun and education for people of all ages. And this all comes to the visitors in an atmosphere where agriculture, industry and most importantly, people, converge to celebrate the crops from the land, the experiences of family livestock operations, and the exciting sights, smells and sounds of the fairs.

N.A.A.F.A.

The National Association of Agricultural Fair Agencies is an organization of members from the state departments of agriculture and fair associations. This organization was founded for the purpose of promoting fairs and shows with an educational emphasis, as well as to develop a closer working relationship among state agencies. These members are involved in the administration of fair programs to benefit the fairs in respective states. Currently members of NAAFA represent 18 states.

2009-10 N.A.A.F.A. Officers

President: Michael Treacy, California Dept. of Agriculture
Vice-President: Bob Williams, Wisconsin Dept. of Agriculture
Sec.Treas.: Lynne Williams, Tenn. Dept. of Agriculture

To receive the NAAFA newsletter or receive more information on the NAAFA organization, contact: Lynne Williams, Secretary, N.A.A.F.A., c/o Tenn. Dept of Agriculture, P. O. Box 40627, Nashville, TN 27204.

#