



“Dirt to Dish” Kitchen Demonstrations

July 17, 2009

Dear California State Fair Farm “Dirt to Dish” Outdoor Cooking Demonstration Applicant,

We would like to invite you to be a part of the “Dirt to Dish” Outdoor Cooking Demonstrations at the California State Fair. The Cooking Demonstrations showcase Agriculture products grown throughout the Cal Expo Demonstration Farm and California. The Outdoor Kitchen, located in the heart of “The Farm”, features a food cooking demonstration, product display and food sampling.

We will be holding demonstrations August 22nd – 23rd, 28th – 30th and September 4th – 7th. The demonstrations will be held at 11:00 a.m., 1:00 p.m. and 4:00 p.m. Each demonstration will last approximately 1 hour. Scheduling will be on a **“first come-first served”** basis and there is no entry fee for participating.

The “Dirt to Dish” mission is to promote California’s number one industry - Agriculture. This is achieved by showcasing the link between product grown and harvested on “The Farm” and throughout California utilizing cooking demonstrations, activities and food sampling. California produces the safest and freshest food available in the world and the “Dirt to Dish” Outdoor Kitchen showcases that success.

Chefs are required to provide food needed to prepare the dish being demonstrated. We encourage you to use fresh produce from “The Farm”, however due to limited supply you will need to provide enough for your recipe and incorporate the harvest into your presentation. Once the presentation concludes, samples will be distributed to the audience so they can taste the dish prepared.

Enclosed you will find the forms listed below. Please review the forms and return the Application Form as soon as possible to reserve a demonstration slot.

- Application Form
- List of Participants Form
- Megan’s Law Form
- Volunteer Service Agreement

In order to receive Fair Admission and Parking Passes we need all forms listed above returned as a complete package for each participant. Fair Admission and Parking Tickets will be provided for chefs and support staff.

Although there is no monetary reimbursement for participating in the “Dirt to Dish” Outdoor Cooking Demonstrations, I am sure you will agree this is a great exposure opportunity for yourself and/or restaurant. You will be allowed to promote your business by displaying and distributing flyers, business cards or other promotional items to fairgoers.

If you have any questions or need more information please contact Daneé McMahan by phone at 916-274-0477 or 916-263-7903 (fax), email dmcmah@calexpo.com or by mail at California Exposition & State Fair, Attn: Daneé McMahan, Administration Office, P.O. Box 15649, Sacramento, CA 95852.

Sincerely,
CALIFORNIA EXPOSITION AND STATE FAIR

Daneé McMahan, Dirt to Dish Coordinator