

Change

Can we create it?

Are we ready for it?

Can we sustain it?

Vision

- To be leaders in revitalizing rural communities by providing agricultural societies with the vehicles and opportunities to promote rural development

Change

- Are we up to it
- Are there alternatives
- Do we know what we need to change
- Will we survive to see the effects of changes we have made

Why do we exhibit

- Sense of achievement
- Sense of belonging
- Sense of recognition
- Opportunity to learn and to improve our skill
- Sense of Competitiveness
- Sense of pride and to show off skill
- For the reward

Why are you involved

- Sense of pride
- Sense of belonging
- To learn and to improve your knowledge
- Sense of benefit to community
- Pride in a job well done
- Sense of importance in the Institution of the Fair

Why don't people exhibit?

- Don't think they are skilled enough
- Don't do those things any more
- Cost is greater than potential return
- Lack of time
- Haven't been asked
- Lack of time and cost to get exhibits in
- New to area and don't know what to do

Let us think about Change

- How have farming methods changed?
- What looks different in our homes?
- What different things do young people do?
- How are our families and farms different?
- Does our fair book look different?
- Are our categories different?
- Are our rules different?
- Have our prizes changed appreciably

What of the sustainability of our Fair/Exhibit

- We will never have exhibitors tomorrow if we can't interest and draw in new exhibitors and youth today

Youth involvement

- Blending of Events-High School rodeo
- Recognition of youth involvement-scholarship that increases with each year of exhibiting and /or as director
- PowerPoint that they work on in school as individual or teams but around themes-Future of agriculture/Food safety/Keeping us on the Farm etc and then show these as part of the fair.....the kids/school can help you facilitate this

Youth involvement cont.

- Adopt a Director – Older or Experienced Director nurtures a younger director
- They bring new ideas/new legs/new energy and may encourage their friends to become involved
- Develop special bonds of caring
- Maybe skip a generation...like adopt a Grandparent in reverse
- What about bike rodeo or safety day in conjunction with RCMP

How do we look at the exhibit/fair in a new way?

- Maybe we have to look with fresh eyes- someone who isn't involved
- What do they see
- What don't they understand
- What would get them to be involved
- Compare our fair book from 10 years ago with today's ? What changes have been made?

Learn from ourselves?

- Horse Section
- Expense of bringing in horse and exhibitor needs skill but once there can enter in several classes.
- Foods section
- Expense and time of preparing exhibit/ providing labels and recipes and expense to bring in to hall
- Prize may not cover cost
- Food may need to be thrown away

Look at fair book in new way

- Marketing
- Information
- Up to date tools/methods
- New technologies
- Skills we can learn from
- Pride we can develop
- Rewards that are reasonable

Marketing

- Fudge
- Crocheted cloche
- Butter tarts
- Decadent desserts
- Jam/Jelly for market
- E bay- a product you could price and market on e bay
- Organics

Information-Nutrition

- Whole wheat/grains
- High fiber
- Lower sugar
- Lower fat
- Nutritious snacks

New products

- Mixes working for you
- New yarns
- Laser metal items from School Industrial arts

New technologies

- Computer generated cards
- Pictures or videos with digital camera
- PowerPoint presentations using sound/picture and words and other techniques

Skills we can learn from

- Active Judging- chili cook-off or chicken stir fry
- Judge judging some of the classes for all to see
- Provide two pies/give better prize but second pie is judged by fair attendants
- Auction off the second pie
- Meals for the Field

Pride developed

- When you feel rewarded
- When you have learned
- When your skill is recognized
- When your product or article is well displayed
- When you feel part of the action

Being current

- **Ask what people are doing**

- Salsa
- Scrap booking
- Stamping
- Jewelry
- Crocheting
- Quilting

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Watch language

- Why special classes for men? The best chefs and designers are men, some of the best welders are girls so look for the best in the category. We don't have special classes for girls and boys in livestock showmanship.



Recognize tools of the trade that allow us to use our creative skills in busy life style

- Breadmakers
- Sergers
- Machine quilting

Build on a skill but recognize time constraints

- Quilting
 - Hangings
 - Table runners
 - Machine quilting
 - Provide the fabrics and see what a variety of designs you end up with
 - Partner with a quilting group or fabric business

The monetary reward

- What do we teach if we don't recognize the skill/cost/and difference between categories?
- Specials show that if the reward is better the entries are better
- Seek appropriate sponsorship

Final word

- It is easy to be the prophet from afar. You need to pat yourselves on the back for a job well done and for the commitment you have made to your community and to the fair
- Recognize that it is not just fairs and Ag Societies that are being impacted by change but all of the things in our rural areas

Change

- Is difficult
- Is “ I told you it wouldn’t work”
- Is not throwing out the old
- Is stressful
- Is risky
- Is rewarding
- Is a new idea that takes hold
- But involves the new and inexperienced.
- But invigorating
- But inevitable if we are to survive