

What is the Public's First Impression of Your Fair?

A Webinar Series to Revamp, Revitalize and Re-energize Your County Fair

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A Webinar Series to Revamp, Revitalize and Re-energize Your County Fair

- February 8-** Judges, Superintendents, Rules/Fairbook, Ribbons OH MY!
- February 22-** **What is the Public's First Impression of Your Fair? Topics include marketing messages, exhibits to highlight a VIBRANT 4-H program and serving the public in 4-H Concession Stands.**
- March 1-** Making the Ask! Inviting fairgoers to become a part of 4-H as a member or volunteer.
- March 8-** Challenges or Opportunities? Extension Board or Fair Board, who does what? Complaints or Conflicts, steps to develop a grievance plan.

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Why A Webinar Series?

- ✿ We know lots of time and effort goes into County Fairs, lets make them the best they can be.
- ✿ Potential 4-H Families often come to the fair to learn about joining the local 4-H Program.
- ✿ A County Fair provides fair attendees a glimpse into the health/vibrancy of your Local 4-H Program



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Today's Topics

1. What is the Public's First Impression of Your Fair?
2. Exhibits and Displays to highlight a VIBRANT 4-H program
3. Serving the public in 4-H Concession Stands.

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Public's First Impression

- ✿ Designed for someone out of county to complete when visiting your fair.
- ✿ How do new, potential 4-H families see your county fair?
- ✿ [First Impressions Worksheet](#)

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Grounds and Facilities

Do the best with what you have!



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Grounds and Facilities

Accessibility- Seniors, wheel chairs, strollers, aisle width, gates, etc.



OR

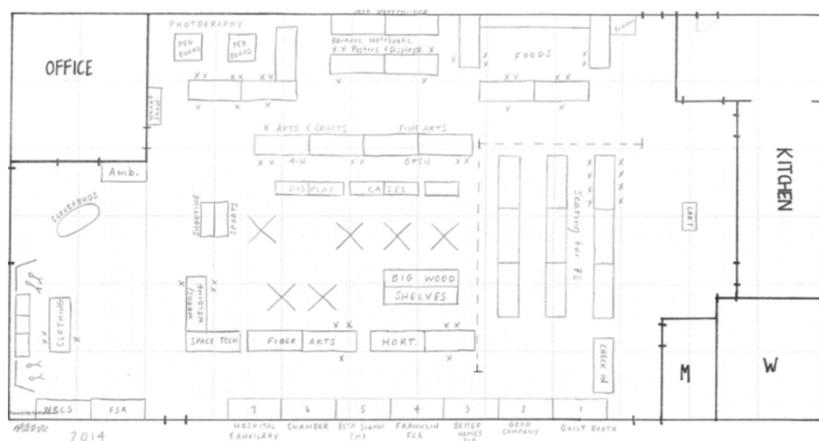


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4-H Exhibit Building Layout

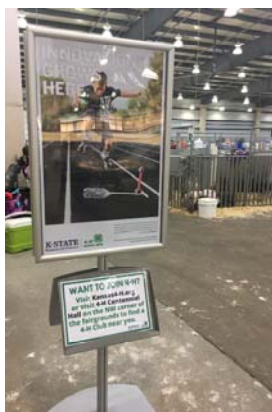


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4-H Exhibit Building Signage



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Fair Displays

- ✿ Look for a variety of ways to display exhibits, that both display projects to the best advantage and adds visual interest to the overall building.
- ✿ Take advantage of stores closing for discount retail grid, shelves and racks.

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Fair Displays

- ❁ Find ways to add height to get exhibits off a flat surface when possible.
- ❁ Find ways to represent pre-fair events/judging in displays.
- ❁ Consider educational displays/opportunities in barns.

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Welcoming Environment, Décor, i.e. “Curb Appeal”

- ✿ Buildings should be readily identifiable if they have things to see inside.
 - ✓ Banners or Flags
- ✿ Spruce things up for public image
 - ✓ Flowers/Hanging Plants
 - ✓ Tulle and other fabric
 - ✓ Tablecloths
 - ✓ Curtains

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Welcoming Environment & Decor



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Welcoming Environment & Decor

- ☘ Benches
- ☘ Chairs
- ☘ Recharging Zones

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Welcoming Environment & Decor



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Special Events

- ☘ Coffee Hours
- ☘ Day Care Tours
- ☘ Senior Center Visits
- ☘ Family Day



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4-H Concession Stands- Serving the Public

Concession Stand Organization

- ✿ Management/Volunteers
- ✿ Menus
- ✿ Daily Responsibilities
- ✿ Procedures

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✿ COUNTY FAIR ✿
4-H CONCESSION STAND

Breakfast Specials

THURSDAY, JULY 16th - Breakfast Enchiladas
FRIDAY, JULY 17th - French Toast & Sausage
SATURDAY, JULY 18th - Pancakes & Bacon

Lunch & Supper Specials

THURSDAY, JULY 16th - Beef Stroganoff
FRIDAY, JULY 17th - Beef & Chicken Fajitas
SATURDAY, JULY 18th - Hot Beef Sandwiches

To-Go Boxes Available!

Daily Menu Items

BREAKFAST- Biscuits & gravy, cinnamon rolls & breakfast sandwiches

LUNCH & DINNER- Grilled chicken sandwiches, walking tacos, hot dogs, bratwurst, ham & cheese sandwiches, soft tacos, nachos, chicken salad, croissants, chef salads

DESSERTS- Homemade pies, cakes, & cheesecakes

THE EDWARDS COUNTY 4-H COUNCIL
APPRECIATES YOUR GENEROUS SUPPORT!

4-H Concession Stands- Sales Training

- ✿ What to wear to work in the concession stand? Proper Shoes? Apron? Hair Tie or hat?
- ✿ How to you greet customers
- ✿ Proper way to take orders and check orders
- ✿ Making change
- ✿ Proper way to deliver orders to customers
- ✿ Thank you!



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4-H Concession Stands



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Concession Stands- Food Safety

Extension Food Safety
4-H Events and Food Safety
<http://www.ksre-k-state.edu/foodsafety/topics/4h.html>

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Extension Food Safety

4-H Events and Food Safety

County and state fairs give consumers the opportunity to compete against each other in many cooking, baking, and food preservation categories. Because fairs are held in the summer months, it is important to use good food safety procedures and select safe recipes for judges to evaluate. Here are some tips to have a safer fair.

For overall information on judging foods and food preservation exhibits, go to:
<http://www.nrc.k-state.edu/judging/index.html>

Food Preservation Exhibits

Just because it seals, doesn't mean it is safer! Safely preserving foods is not just for the fair, but for any use. Here are some tips:

- Food Safety Recommendations for Food Preservation Exhibits
- Judging Home Preserved Foods

Operating Temporary Food Stands

Fairs bring a lot of people together for fun, food, and more. While food service operations are temporary at county fairs, they still must operate in compliance with guidelines from the Kansas Department of Agriculture. Here are some useful resources:

- Food Handling Guidelines for Bake Sales
- Food Handling Guidelines for Temporary Food Stands
- No Bare-Hand Contact
- Cooling Food Safety
- Date Marking
- Handwashing
- Hand Sanit. Sign
- Ice Bath Cooling
- Product Cooling Temperature Log
- Refrigeration Temperature Log
- Food Temperature Log
- Manual Cleaning and Sanitizing
- Food Safety for Group Functions
- Two-Stage Cooling
- All other fact sheets

913-307-7291
foodsafety@ksre.k-state.edu

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Concession Stands- Food Safety

Training for food stand workers

Resources Available:

- ✿ *Food Safety at the Food Stand*
- ✿ Pre Test
- ✿ Post Test

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Concession Stands- Food Safety

KDA Food Source

- Food prepared in a private home may not be used or offered for human consumption in a food establishment.
- Food served in a food establishment that is not prepared onsite must be produced in a licensed commercial kitchen

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Concession Stands

Healthy Menu

Options:

- ✿ Fruit: frozen grapes, watermelon, apples
- ✿ Bags of veggies with dip
- ✿ String cheese
- ✿ Baked chips
- ✿ Whole grain crackers
- ✿ Salads with protein
- ✿ Bottled water – infused with cucumber, raspberry, lemon/lime or offer flavor packets



*Suggestions by
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Resources

County Fair Resource Page:

<http://www.kansas4-h.org/resources/4-h-library/countyfair.html>

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Thank you

QUESTIONS

Next webinar:

Webinar 3 **March 1, 2018** - Making the Ask! Inviting fairgoers to become a part of 4-H as a member or volunteer.

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