

The background of the image is a dark, textured wooden surface. On the right side, there are several slices of avocados and green peppers. One large avocado slice is prominently displayed in the foreground, showing its green flesh and a large brown pit. Above it, a green pepper is sliced lengthwise, revealing its seeds. Another avocado slice is visible at the bottom right, and another pepper slice is at the bottom right.

SEEDS OF CHANGE-
SEIZING OPPORTUNITY

Michael Bradley

MHB Productions

OUR PURPOSE TODAY

AG 101 – MICHAEL BRADLEY, MHB PRODUCTIONS

**INTRODUCE FINDINGS OF A NORTH AMERICAN CONSUMER SURVEY
ABOUT FOOD PRODUCTION**

**SUGGEST HOW THE FINDINGS CAN BE UTILIZED FOR THE FAIRS ,
CONCESSIONAIRE'S AND OTHER FOOD PROFESSIONALS FAIRGROUNDS**





THE EARTH

About 71 percent of the Earth's surface is covered by water and the oceans hold about 96.5 percent of all Earth's water.

That leaves 29% for land.

- Divide up the land:
- 10 % is Ice
- 31% is Forest land
- 33% is Desert
- After you remove any misc. Our unusable land is.....

FARMLAND OF THE EARTH

- Includes grasslands and tillable soils
- If you only count tillable soil.....





TILLABLE EARTH

A single Pea

Fruits, vegetables, grains, legumes, and 100's of other crops requiring average to great soil.

GLOBAL FOOD PRODUCTION CHALLENGES

- The depletion of valuable resources necessary to sustain modern farms (water, energy, fuel)
- Farmland degradation and undervaluing its capacity (erosion, use, climate, wildfires)
- **A disconnected public perspective of agriculture and demographic changes**
- The conversion of rural land for urban development and loss of land due to environmental policies
- The extensive growth of China, India and Brazil in food production (USA is now 3rd)
- The shortage of labor and resources available to workers
- The financial strain on farmers due to soaring fertilizer and other input costs
- **Animal activism movement continuing growth and momentum**
- **War (The war in Ukraine alone has also caused wheat and maize prices to rise by 35% and overall food prices to increase by 5% globally)**



THERE ARE ABOUT 2 MILLION U.S. FARMS

- About 3 million people work those farms
- 95% of those farms are owned by families

THE FARMERS HIDDEN VALUE



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- Farm and ranch families make up less than 2% of the U.S. population.
- **Less than 2 % of the population feeds 98 % of our people.**
- 87% of U.S. agricultural products are produced on family farms or ranches.



AMERICA'S FARMERS INTENTIONALLY PROVIDE HABITAT FOR WILDLIFE.

THESE EFFORTS HAVE CONTRIBUTED TO POPULATION INCREASES IN NATIVE WILDLIFE SUCH AS DEER, MOOSE AND CERTAIN SPECIES OF BIRDS.

CATTLE IS KING IN THE USA

(AS OF JAN 2024)

Texas: The top producer with 4,115,000 head of cattle

Oklahoma: Second with 1,922,000 head of cattle

Missouri: Third with 1,840,000 head of cattle

Nebraska: Fourth with 1,637,000 head of cattle

South Dakota: Fifth with 1,502,000 head of cattle

Kansas: 1,264,000 head of beef cows

Montana: 1,251,000 head of beef cows

Kentucky: 907,000 head of beef cows

Florida: 862,000 head of beef cows

North Dakota: 860,000 head of beef cows



CORN — AMERICA'S CROP

America's Number One crop

- **Corn grows 4,000+ Products** – it's the largest food item in the grocery store by far
- **Most of America's Family Farms grow Corn**
- Corn is Gluten Free
- Only 1% of corn planted in the United States is sweet corn.
- An acre of corn eliminates 8 tons of carbon dioxide from our air.
- Corn was first domesticated in southern Mexico more than 10,000 years ago.
- The ear of corn is considered a fruit, and the kernels are grains (seeds)
- More than 90 million acres are dedicated to producing corn in the US.
- Corn is grown in all 50 states and on all continents except Antarctica
- The types of corn grown in America are dent corn, flint corn, pod corn, popcorn, flour corn, and sweet corn.
- The United States is the largest producer, consumer, and exporter of corn in the world (about 1/3 of world production)

AMERICAS CORN FARMERS



- 98 % Family Farms
- Multi Generational
- Environmentally responsible
- “If farmers don’t tell their own stories, someone else will and it might not be accurate”.



**WOMEN TODAY COMPRISE
A THIRD OF ALL US FARM
OPERATORS**



DAIRY FARMS 98% FAMILY OWNED

- **Multi generational**
- **Ethnically diverse**
- **Geographically diverse**
- **Milk – The Perfect Food (Biblical)**



**IDAHO GROWS THE MOST
POTATOES IN THE U.S.**

- Idaho 30 %
- Washington 20%



**OVER 92 % OF
NEBRASKA IS
FARMLAND**



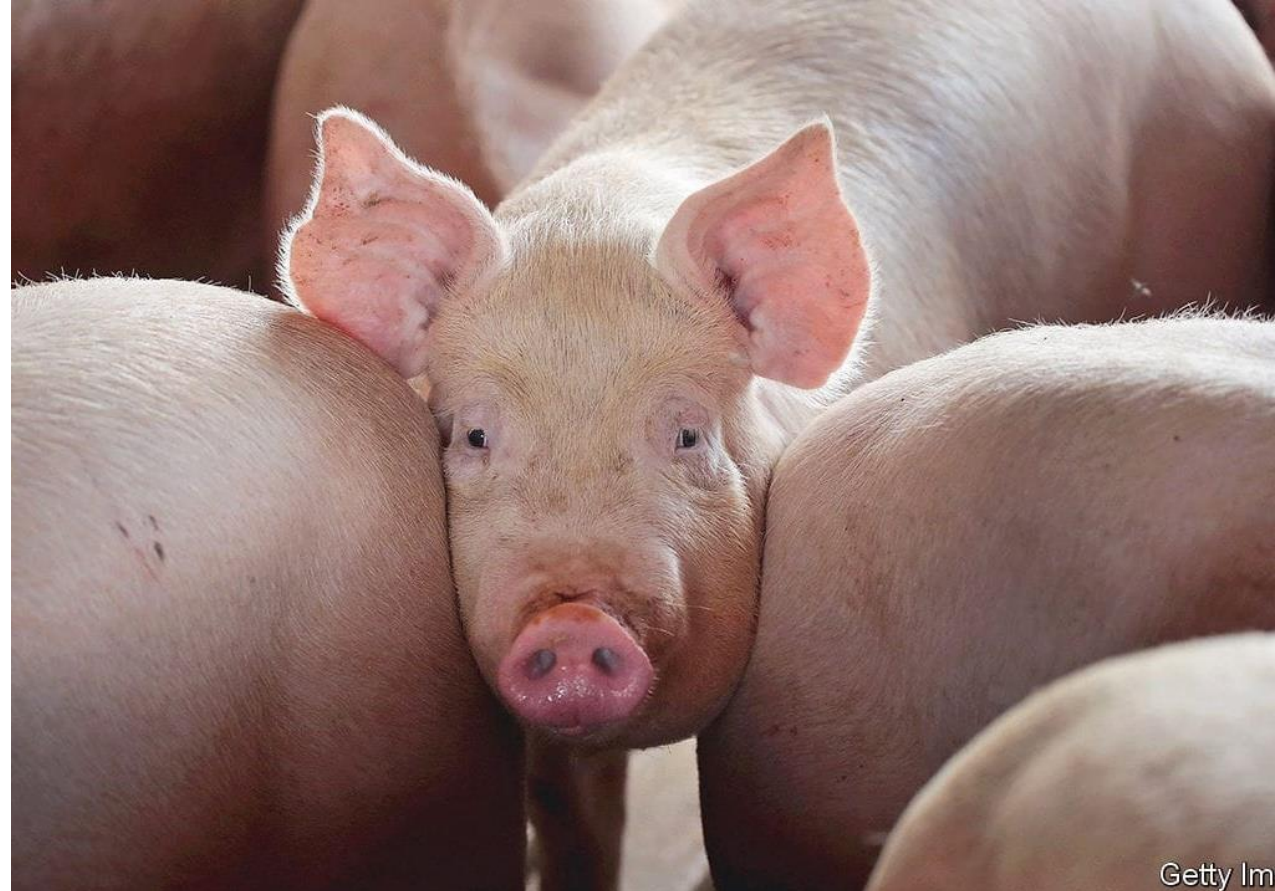
GEORGIA IS NOT THE LARGEST PEACH PRODUCER

California is the largest state, growing more than 2/3 of the US crop each year.



GEORGIA IS NUMBER ONE FOR.....

Pecans, blueberries, peanuts, broilers (chickens), and spring onions



Getty Im

IOWA IS #1

24.9 million hogs and pigs on farms in 2023

19



90% OF U.S. FARMS ARE SMALL

- Small equals LESS Than \$350,000 Gross income per year.
- Average NET income is LESS Than \$90,000 per year.

CALIFORNIA -THE LAND OF FRUITS AND NUTS

A Giant producer of food - #1 in the USA - In 2023, California's farms received \$59.4 billion in cash receipts for their output, On roughly \$40 million acres. Followed by Iowa, Nebraska , Texas and Illinois

California produces 52% of the country's fruit and nuts.

- Grapes — \$6.52 billion.
- Has 50% of the nations fruit acreage
- **Citrus-** California produces 30% of the country's citrus crops and 42% of the national value.

Specialty Crops -California is the sole producer of many specialty crops, including almonds, artichokes, clingstone peaches, dried plums, figs, olives, persimmons, pomegranates, raisins, sweet rice, and walnuts

Milk - California is the country's biggest milk producer, producing nearly 20 percent of the nation's milk

THOMAS JEFFERSON — AMERICAS MOST INNOVATIVE FARMER

- Introduced mules to the U.S.
- Introduced Broccoli to the U.S.
- Introduced Pasta and Mac and Cheese to America
- First in US to use cover crops & use crop rotation to improve the soil.
- Jefferson is credited with at least one invention: the moldboard plow.

First in America to grow:

- Olives & Figs
- Dates, Almonds, Pistachios Durham Wheat, Kale, Eggplant, Cauliflower, Brussel Sprouts and Vanilla



AMERICAS FIRST FAIR

- Berkshire Agricultural Society's Cattle Show, held in Pittsfield, Massachusetts in September 1811
- The fair was organized by Elkanah Watson, a New England farmer and advisor to President George Washington. The fair featured livestock, produce, and other agricultural commodities.
- **99% of America lived on Farms – A place for Farmers to learn and trade**
- Would not truly change until Post WWII when Los Angeles County was the largest agriculturally producing County in America

A large crowd of people is gathered at a fair. In the foreground, a man in a purple t-shirt with "GOING FOR PURPLE" on the back is seen from behind. To his right, a woman in a red and white patterned shirt is also seen from behind. In the background, there are various food stalls, including one for "CHEESE ON A STICK" and another for "LEMON". A sign for "NELSON ST" is visible. The crowd is dense and extends far into the distance.

FAIRS 2024

- A place for those that DO NOT live on Farms (mostly)
- Food everywhere – Very Few Farmers



2024 - IT'S A BEAUTY PAGEANT

- Not Reality



- High Food and Fuel prices
- USA and Global Food Security
- Labor shortage
- Proposition 12 impact
- Right to Farm act
- 98 % of the nation is out of touch

All Nations that failed in History lost the ability to feed themselves –

- Throughout history, increases in agricultural productivity competed against population growth, resource degradation, droughts, changing climates, and other forces that crippled food supplies, with the poor bearing the brunt of famine.



ARE WE LISTENING ?

We often TELL people what we want them to know.



AGRICULTURE ON A GRAND SCALE

- **Listen to the Consumer !**
- **Advance and broaden the scope of Agricultural education and Food Production awareness at Fairs while advocating in cooperation with agriculture.**



AN INITIATIVE OF THE IAFE

- Funded through the IAFE Foundation
- Twenty Fair partners
- NICA as a key partner
- Results of the study reloaded in the Spring of 2024

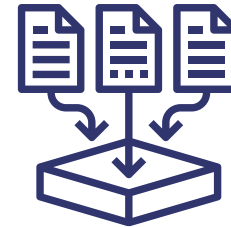


SURVEY PURPOSE

- **Identify and better understand what the North American Consumer is interested in relative to food production.**
- What they want to experience, learn and understand and;
- How fairs can utilize this new information

BACKGROUND

- Data Collection Activities
 - Qualitative to understand consumer-centric language
 - Focus group
 - Consumer and guest interviews
- On-site fair visits (four)
- Virtual meetings with 21 sponsors (20 fairs + NICA)
- Quantitative (survey)



General public tends to use the term “agriculture” to refer to the science of farming

Some fair guests think animals that are being auctioned are pets. They don't realize they are going into production and may not realize that 'production' means the slaughterhouse





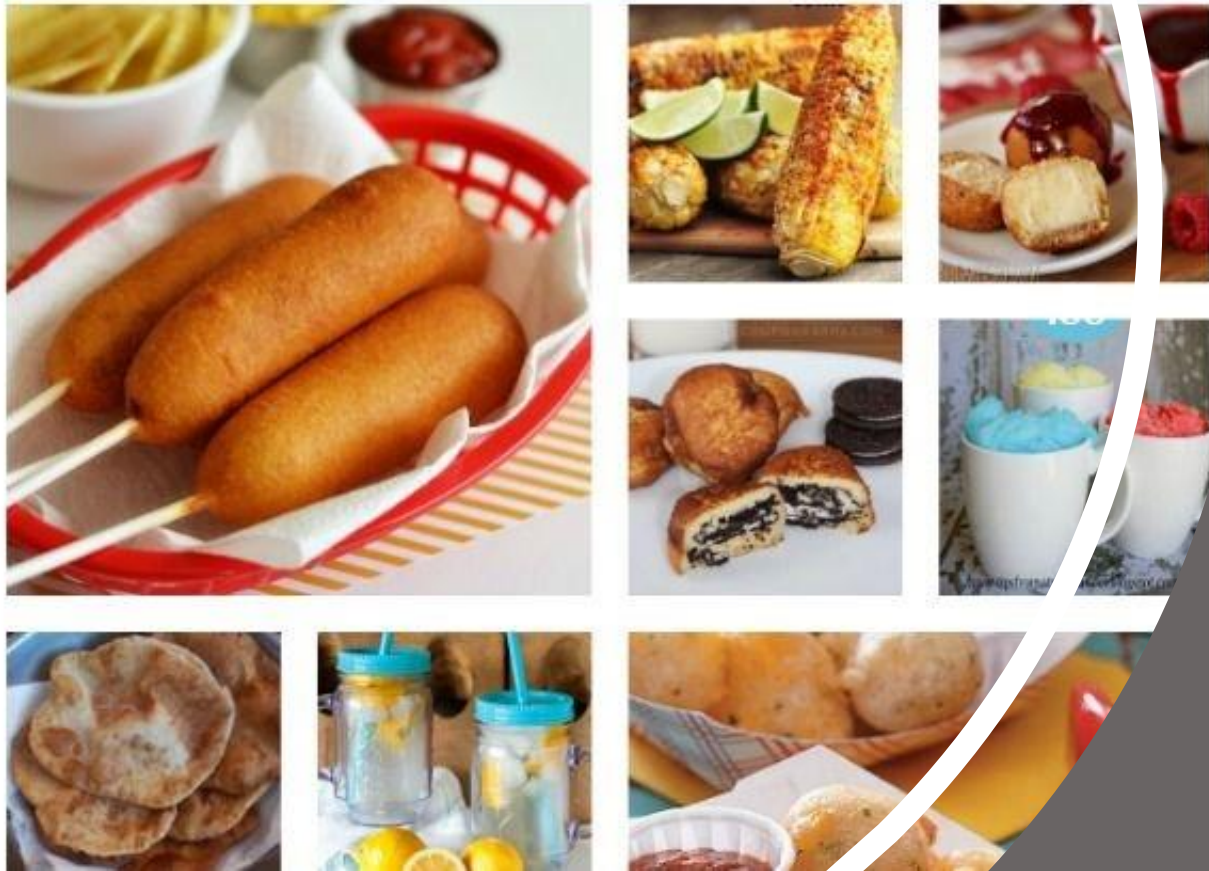
Survey – 6,000 – North America

Kept 3,000 due to not answering all questions

10 minutes plus

20 Local Markets

State Fair
FOOD FAVORITES



SIGNIFICANT FINDINGS

- The top reason for attendance at fairs is FOOD and hanging out with friends.
- The Food draw is consistent with all age but “hanging out with friends decreases with age.
- Most guests do not attend fairs for traditional agricultural activities – with some exceptions

TOP FINDINGS

- When it comes to food that is produced or sold, the public trusts farmers and farmers markets, grocery stores, and restaurants, but not food sold at fairs
- Younger generations are generally less trusting

TRUST



TOP FINDINGS



The best spokespersons for food production and delivery are:



Farmers and Farmers Markets



Retail Grocery



Food Companies



THE WORD “AGRICULTURE” IS NEGATIVE

- Factory farms
- Pesticides
- Herbicides
- Animal cruelty
- Bad for the environment



FARM WORDS ARE “VERY GOOD”

- Farm
- Farmer
- Ranch
- Food
- Countryside
- Farming
- Farm Families
- Farm Animals
- Fresh and Local
- Organic

Barrier- Russian vs. French

TOP FINDINGS

- Fairs are doing a below-average job of performance in providing food/farming experiences to guests and are not very highly regarded as a source of information compared to other sources
- Compared to expectations, national restaurant chains perform the worst, followed by K-12 schools and grocery stores
- Fair food ranks low as being trusted

FAIRS AND FOOD RANKS LOW

- **Opportunity**



FOOD INFORMATION DELIVERY

No Source of food information lives up to consumer expectations.

Those that under perform are:

- National Restaurant Chains
- K-12 Schools
- Grocery Stores
- Food Companies
- **Fairs**



WHAT DO GUESTS WANT TO LEARN MORE ABOUT “WHAT’S MOST IMPORTANT “

- **The Health Effects of Food**
- **New Fruits and Vegetables and other healthy Foods**
- **Food Prices**
- **Where My Food Comes From**
- **Farming**
- **Farm Animals and Food Production**
- **Special Diets**



Cannabis Industry

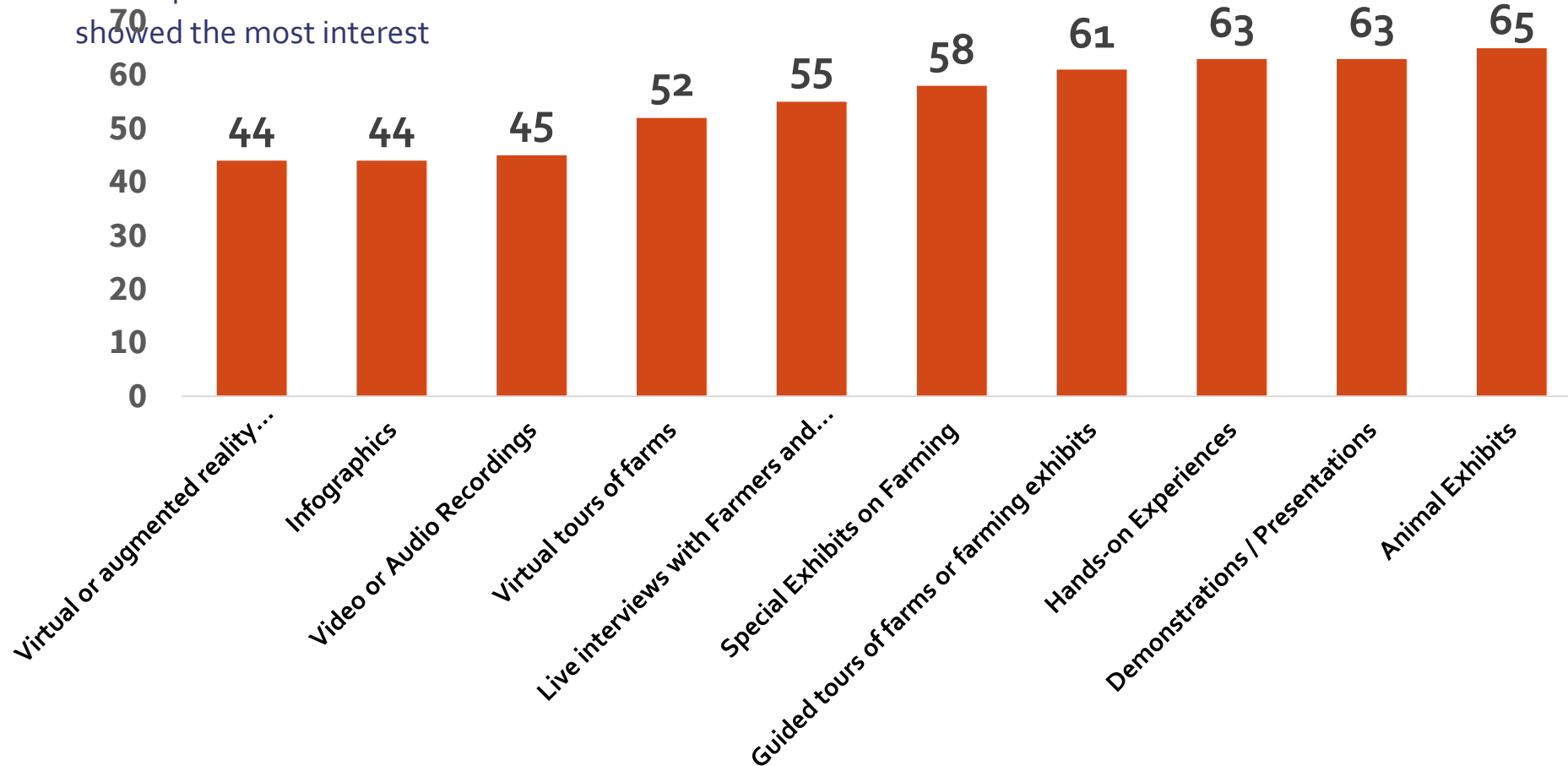
Cows and Methane Gas

Why Farm Animals get
ribbons at Fairs (scored
dead last)

HOW GUESTS WANT TO LEARN

Live experiences and animal exhibits

showed the most interest



Q5.3 How would you like to learn about food and farming at a public event? (0-100 scale)



WHAT DO GUESTS WANT TO DO MORE OF AT THE FAIR

Very High

- Try foods from Different regions and cultures
- Food exhibits and Experiences
- Animal Exhibits
- Flower, Landscape, garden Exhibits
- GMO Exhibit (spike)

Very Low

- Watch Animal Judging (lowest in NA)



LEARN BY DOING

- **To know that each guest can tell us “I learned something during my visit.”**

WHAT DID WE HEAR ? WHAT DID WE LEARN ?



Farmers are very highly Trusted to tell the story



Grocery Stores and Health & Professionals are as well



Fair Guests want Food Experiences AND to Learn By Doing



Fair Guests want to learn more about the Food Story , how food is produced and health benefits – Celebrity Chefs and Restaurants can help tell the story



Meat producing Animals and animals in general are VERY important to learn about and experience



Try Foods from different Cultures and regions are highly desirable



Most of the Traditional methods of telling the Agricultural Story are not interesting and not desired by Guests – Too static, No Story, Millennials , Gen Z and Y don't care and indicate "I don't Understand it's a different language than mine".



We have some BIG Opportunities to change our Narrative and deliver what consumers desire.



SUMMARY OF NATIONAL SURVEY FINDINGS

- **Farmers/Ranchers are the most trusted when it comes to food and food production**
- **Guests want to learn by doing – Experiences**
- **Animals are an extremely important interactive element at the fair, but not Livestock Judging**
- **Food is the priority**
 - **Guests want to hang out and buy Fair food**
 - **Respondents want more and different food experiences at Fairs**
 - **Guests want more food from different cultures and regions**
 - **They want to know more about farming**



CHANGE THE NARRATIVE

- A virtual showcase of the food we produce , process, cook and enjoy.



TELL THE STORY FROM A DIFFERENT PERSPECTIVE

- To invest in and utilize current data gathered from an extensive 2023 North American Consumer survey that asked consumers how they want to learn the farming & food story and who should deliver that message.
- **Farmers are the most trusted to “tell the story”**





WE HAVE ASKED WHAT THEY THINK

- **Now we need to
listen and tell the
story**

Food from somewhere else

Food, Food, Food.

New Food New Experiences

**WHAT
CONSUMERS
WANT**



FOOD FROM DIFFERENT CULTURES AND REGIONS

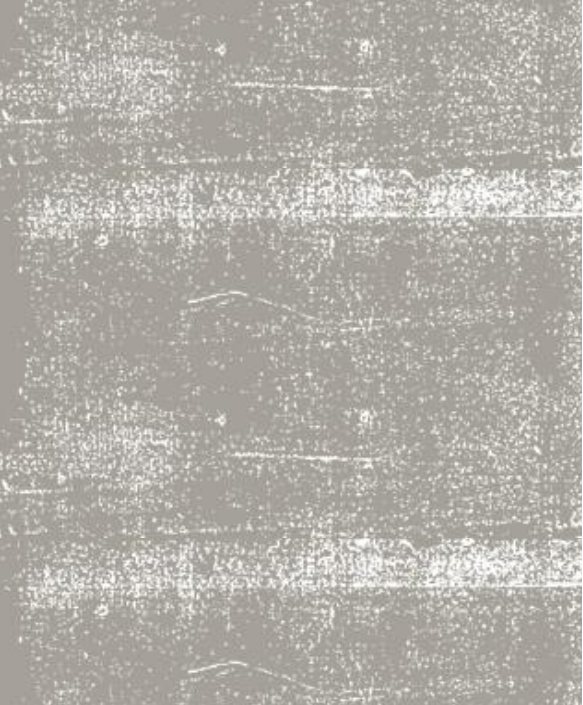
- We have stagnated our food options and choices





ACHOCHAS

- Achocha is a cucurbit crop thought to originate from South America. It is commonly found grown in the region ranging from Mexico to Bolivia in mountainous valleys up to a height of 2000 m.
- In South America the fruits are used like peppers – either raw or cooked (after the seeds are removed). They are also stuffed with meat, fish or cheese and then baked.”
- Potatoes Salad enhancement
- Stuffed and baked
- Achocha grows well in the Appalachian Mountains.
-



MELLOCO

- Looks like potatoes
- The melloco, or *Ullucus tuberosus*, is a tuberous root vegetable that grows in the Andes from Venezuela to Northern Argentina.
- Great for salads



A close-up photograph of several green, spiky Anguria fruits growing on a vine. The fruits are covered in long, thin, hair-like spines and are in various stages of development. The background is a dense network of green leaves and stems.

ANGURIA

- Miniature Watermelons

RADISHES FROM INDIA





KASHK-E BADEMJAN PERSIAN EGGPLANT DIP

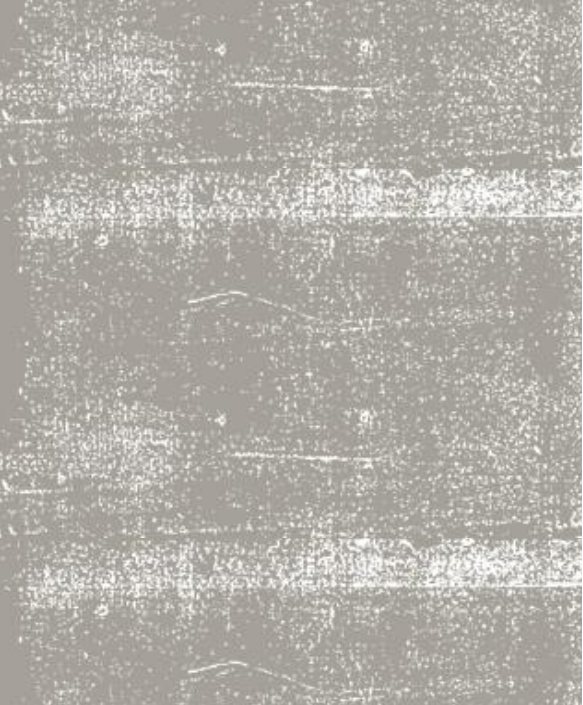
- The ingredients:
Eggplants, kashk (A Persian traditional dairy food), onions, garlic, mint, turmeric, oil, and optional walnuts.



JACK FRUIT

- Native to the rainforests of India's Western Ghats, but some believe it may have originated in Malaysia

- **Distribution:** India, Myanmar, Sri Lanka, China, Malaysia, Philippines, Australia, Kenya, Uganda, Mauritius, Mexico, the Caribbean, and Central and South America. Jackfruit is not widely cultivated in the US but may be found in south Florida and Hawaii.



MANY TYPES OF BITTER FRUIT IN ASIA

- Bitter melon is used as a vegetable in India and other Asian countries and is an ingredient in some curries.
- The fruit, flowers, and young shoots are all edible. Bitter melon dishes can include the fruit stuffed with pork or shrimp, or fried, pickled, or added to soups



BLINI (RUSSIA , UKRAINE) – GLUTEN FREE

- Unlike regular pancakes, blinis are made with yeast rather than baking powder so they are softer and more delicate. And blinis are made with buckwheat flour which gives it the signature slightly nutty flavour.
- Serving suggestions include boiled fish, salmon, smoked sturgeon, salted and marinated herring, fish salad, marinated mushrooms, caviar, grated cheese, sliced eggs, fish pastes, and sauces.
- Blinis are certainly not a Russian invention. They were made in ancient Egypt, Greece and Rome.
- The only difference is that these delicacies became widespread and popular in Russia.





RUSSIAN SHASHLIK

AKA Kabobs

60



KOREAN CORN DOGS

- Korean corn dogs originated in South Korea's night markets in the 1980s. They are a variation of the American corn dog, but are larger, chewier, and made with a variety of ingredients.





PASSION FRUIT



CASSAVA

- African plant
- Used as a staple
- Used in Stews
- Gluten Free Flour





VIETNAM

- **Bò kho** is a dish of [South Vietnamese](#) origin using the [kho](#) cooking method, it is a spicy dish made commonly with beef which is known throughout the country and beyond. In rural areas, the dish is described as being "extremely fiery."



JAPAN

- **Yakitori:** Chicken on a stick that's often marinated in soy sauce, mirin, sugar, and sake

Sustainable offerings

Local offerings

Feature Farmers

Plant based /vegan offerings

DON'T editorialize (it's a no win)

**INCREASE TRUST
OF FAIR FOOD -
HOW**



**ORGANIC PROFITS ARE ON THE
RISE FOR FARMERS IN THE US.
CALIFORNIA IS THE LARGEST
ORGANIC STATE**

SUGAR



- The majority of sugar in the United States comes from sugar beets, which account for about 55% of the total sugar produced domestically. The remaining 45% comes from sugarcane.
- Sugar Beets are root crops grow best in cooler climates, such as those found in California, Colorado, Idaho, Michigan, Minnesota, Montana, Nebraska, North Dakota, Oregon, Washington, and Wyoming.
- Beet sugar is commonly found in granulated form for home use. It's also used in the commercial production of processed foods, baked goods, and confectionery items.
- Much easier on the environment that cane sugar



FARM TO OIL

- **Soybean oil** – used most in US by far
- **Corn Oil** (AKA Vegetable oil) Corn is really a grass that produces fruit ,not a vegetable.
- Many times, these are blended, and they do not have the health benefits of monounsaturated fats that are found in olive, avocado, peanut, and canola oil.
- **Canola Oil**
- Extra virgin olive oil (EVOO)- **Healthiest**
- Avocado Oil
- Peanut Oil
- Coconut oil
- Flaxseed Oil
- Sesame oil
- Sunflower oil
- Grapeseed oil



ON ANY GIVEN DAY,
ONE IN EIGHT
AMERICANS WILL
EAT **PIZZA**.

- Americas #1 Food



MOST FARMERS MARKETS SOURCE PRODUCTS WITHIN 50 MILES.

Portland, OR has the nation's largest
Farmers Market



shutterstock.com · 2534511341

SEIZING OPPORTUNITIES

- Fairs to incentivize
- Concessioners to join the movement
- We are all in this together
- Tell the food story

**CAN WE LEARN FROM
THE ‘OUTSIDE’ — YES !!**

R & D ----- *Rip Off and Develop*



TILLAMOOK MUDSLIDE

- One hour wait



ALFALFA – THE COW – ICE CREAM

- Touch , Taste , Learn
- Make connections – tell a story





BAMBI'S VEGAN TACOS

TACOS

Bambi Taco

- Crispy corn shell, house made mushroom "beef", vegan cheddar, and crema slaw

Corn Fried Eggplant Taco

- Pickled green tomato pico de gallo, garlic crema slaw, and herbs

"Chili No Carne" Taquitos

- Braised "chili no carne", green garlic and fennel slaw, guacamole, and garlic hot sauce

Chorizo & Potato Taco

- Housemade cauliflower chorizo, crispy potatoes, housemade nacho cheese, black harissa slaw, and garlic hot sauce

Breakfast Taco

- Housemade cauliflower chorizo, scrambled tofu, crispy potatoes, crema onion slaw, and chili arbol sauce

FOOD INDUSTRY TRENDS - BLOG



- **Vegan and plant-based options:** Vegan offerings and plant-based burgers are popular .
- **Sustainability and eco-friendly practices:** incorporating more sustainable and eco-friendly practices. This includes using locally sourced ingredients and reducing waste.



- **Food Trucks – Consumer demand and they deliver variety**
- **Customer engagement and social media:** Food trucks are using social media and other methods to engage with customers.
- **Themed food trucks:** Food trucks are adding more themed options.
- **By working together,** food trucks can reach more folks and spread their tasty treats to new places, expanding their horizons and leaving a lasting impression.
- In the world of food trucks, it's not just about what's on the menu; **its experiences** , it's about crafting connections and growing their presence, one event at a time.

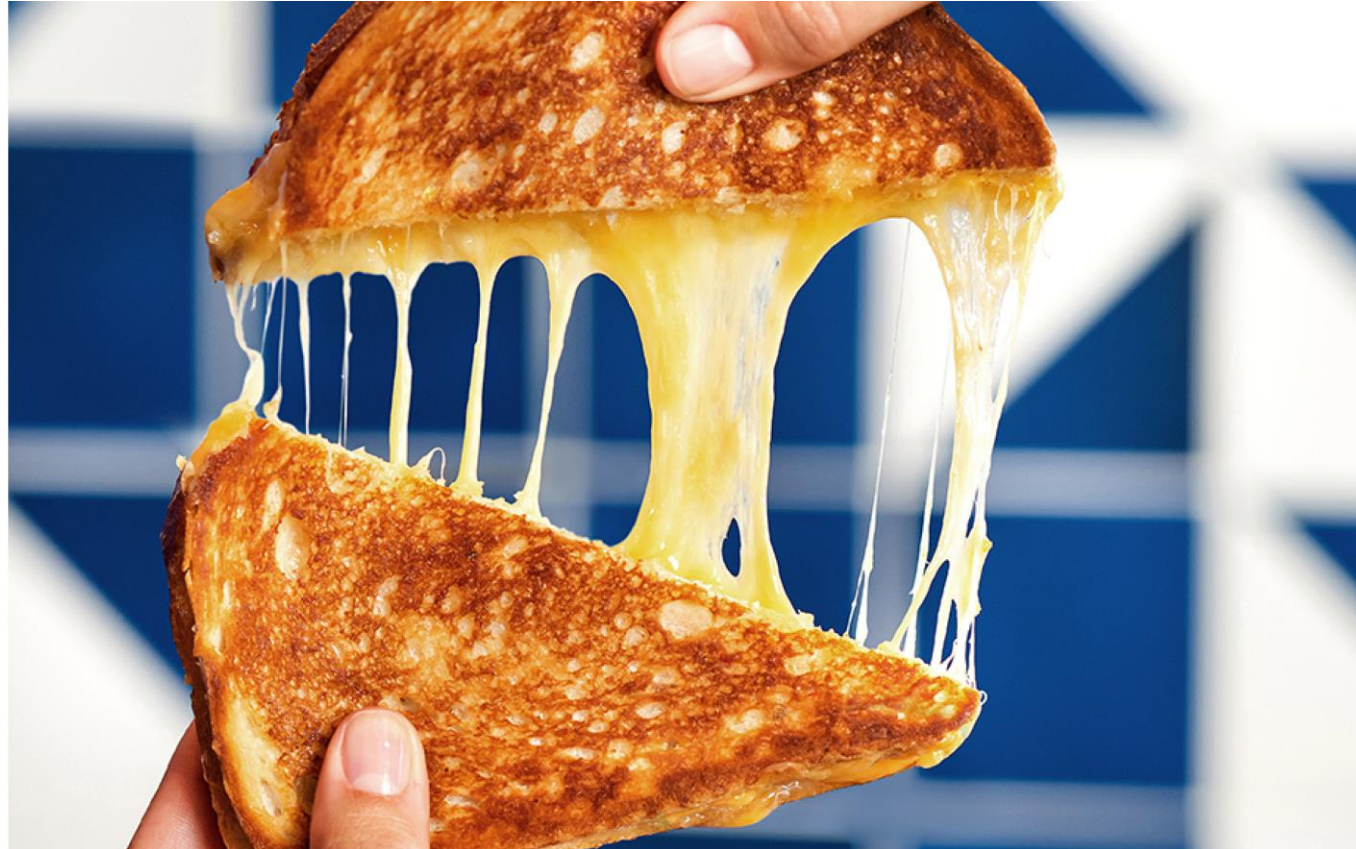


BE OBVIOUS AND INTENTIONAL



CONNECTING THE DOTS

CHEESE — AMERICAS DAIRY FOOD





STEAL IDEAS

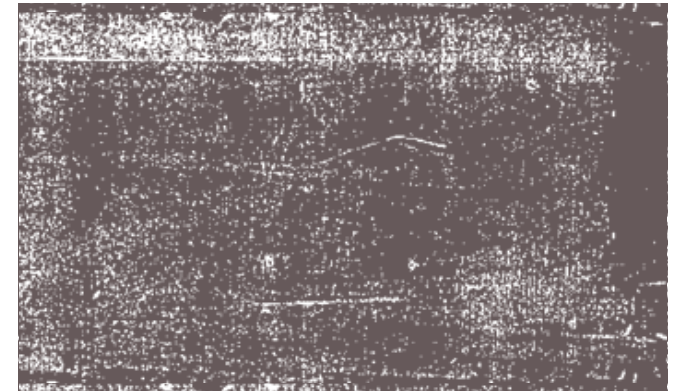
STEAL IDEAS



STEAL IDEAS



orem ipsum dolor sit amet, consectetur adipiscing elit. Nulla vel tellus augue, nec pretium era
Fusce pulvinar dignissim nunc, ut tempor odio laculis sed. Mauris vel dictum neque.
Morbi vitae dignissim justo.



Tender Belly's Signature Blend Dry Cured Bacon, \$49.75, [Tender Belly](#)



Tender Belly

**DO WHAT YOU DO BEST —
JUST BETTER**

NEW PARTNERS

- Bring new partners to the SDCF – Food companies, Ag Companies, Food labels, Equipment and specialty services Kellogg's, JR Simplot, Kerry, Schwan's Food Service, Smithfield Foods, Del Monte, Nestle, PepsiCo, Sunkist, John Deere, Commodity Boards, etc.



**SMELL, TOUCH ,
TASTE ,
EXPERIENCE**



**WE ARE ALL IN
THIS TOGETHER**

***REMEMBER - WE
ARE PRODUCING
AND DELIVERING
“FOOD” TO
CONSUMERS.***





**“LIFE IS UNCERTAIN.
EAT DESSERT FIRST.”**
- ERNESTINE ULMER



THANK YOU

Michael Bradley, MHB Productions

