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FUN FACTS FROM THE 2017 BIG FRESNO FAIR

Fresno, CA....October 15, 2017...The gates have closed on another Big Fresno Fair, the largest annual event in the Central Valley! This year's 12 day event welcomed people throughout the Valley and beyond, featured hundreds of vendors and exhibitors, plus a variety of attractions and entertainment! The following information has been prepared as of Sunday, October 15, and includes a snapshot of interesting and unique facts and statistics from the 2017 Big Fresno Fair.

The Big Fresno Fair hired 630 employees for the months of September and October. NOTE: This does not include the local employees hired by our carnival provider, Butler Amusements; our Janitorial Company, VenueSmart; or each of the individual food vendors.

Big Fresno Fair Social Media

- 84,256,676: The total reach from the Fair's Facebook, Twitter and Instagram during the 12 days of the 2017 Big Fresno Fair (That's an average of 7M per day!!!)
- The Big Fresno Fair has 71,079 fans on Facebook
- The Big Fresno Fair has 10,400 followers on Twitter
- The Big Fresno Fair has 12,200 followers on Instagram
- The Big Fresno Fair has 300 followers on Snapchat (just the 2nd year of having this social handle!)

Livestock Pavilion

- 1,323 animals were exhibited at The Big Fresno Fair
- 809 animals were sold at both Jr. Livestock Auctions (10/7 and 10/14)
- \$23,069 was the highest amount paid for an animal.
- 35 clubs and chapters participated in this year's Livestock Pavilion.
- \$885,454.04 was generated from the Jr. Livestock Auctions; that number continues to climb.
- There were 45 Champion animals at the Fair; 11 of which were Supreme Champions.

Ag Ventureland

- 45 pregnant sheep (ewes) were brought to the 2017 Big Fresno Fair
- 36 lambs were born on-site
- 6 cows were milked at the Cow Palace Milking Demonstrations and 400 gallons of milk were collected during the 12 days of Fair.
- 30 baby animals were on display.



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The Fair Education Program

This annual program draws students, teachers and parents from Fresno County Elementary School classrooms who take part in educational tours of the Fair. Young participants visit each exhibit building and they are taught about the rich agricultural history of The Big Fresno Fair while using an interactive and educational guide and having fun all at the same time.

- A total of 29,057 Fresno County parents, teachers and students toured the Fair on four different days this year as part of the Fair Education Program. This is the 25th year of the Program.
- Of that total, 17,747 were students who took part in an educational and fun field trip!

Home Arts Building presented by Save Mart Supermarkets

- There were 101 homemade quilts that were entered for display
- 30 demonstrations were given during the Fair.
- Callejas Cakes was the most popular demonstration this year!
- Here are some of the featured food contests:
 - NEW Crocktober Contest – 5 participants
 - Gingerbread Contest – 10 participants
 - Pumpkin Carving Contest – 10 participants
 - Pie Contest – 14 participants
 - Made With Chocolate Contest – 17 participants
 - Christmas Cookie Contest Presented by Central Valley Magazine – 12 participants
 - Salsa Contest – 15 participants

Wells Fargo Agriculture Building

- 250 pounds was how much the biggest pumpkin on display weighed!
- 250 different varieties of grapes were judged.
- 14 judges were utilized in the Wells Fargo Agriculture Building this year.
- 27,720 boxes of Sun-Maid Raisins were handed out.
- 35 pumpkins were carved into masterpieces by Russ Leno.

Gem and Mineral Exhibit

- 956.4 pounds of polished rocks were handed out to children during the Fair Education Program.
- 125 bags of polished rocks and 100 pendants were taken to Valley Children's Hospital during the Fair's annual visit and were given to patients being treated there.
- \$6,500 in scholarships were awarded to Fresno State and Fresno City College geology students.

Free Entertainment

- 1,716 hours of FREE entertainment were provided during the 2017 Fair.
- 2,000 – The number of fortunes the Conjuror of Fortunes handed out at the Fair!
- 1,800 – The number of balloons that Yvonne the Balloon Lady used at this year's Fair!



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The Greenhouse

- 2,100 floriculture exhibits were on display.
- 800 Blue Ribbons were awarded.
- 100 different types of roses were on display.
- 300 different varieties of plants and flowers were on display.

SPCA

- 57 animals were adopted by Fair patrons during the 12 days of the Fair.
- 44 dogs were adopted.
- 13 cats were adopted.
- 10 animals were adopted on October 14; that was the most animals adopted in one day at the Fair.

All-Alaskan Pig Races

- 48 All-Alaskan Pig races were run.
- The pigs ran a total of 1.6 miles each.
- Strawberry (#5 in pink) was the fastest pig this year.

NEW Timberworks Lumberjack Show

- 300 linear feet (30 10-ft. Logs) were used during the Fair for this show!
- 5,000 gallons of water were used for the log rolling pool.
- 3,600 ft. of lumber have been climbed at the Fair.
- 320 axes were thrown during the Fair.

NEW Bug-Ology Exhibit

- 26 different types of bugs were on display in the Bug-Ology exhibit during the Fair.
- 10,000 bugs were sampled at the Bug Bites Bar by brave guests.
- More than 57,600 people visited the Bug-Ology Exhibit during the Fair.
- A total of 5,200 visited on Opening Day, October 4, the highest number during the entire Fair!

Save Mart Wine Garden

- More than 700 bottles of wine were sold.
 - 35 of those bottles were Fresno State wine.
- 6,000 Wild Vines smoothies were purchased.

Country Fair Cinnamon Rolls

- 39,000 lbs. of flour were used.
- 14,600 lbs. of cinnamon and sugar were used.
- 14,980 lbs. of cream cheese were used.
- 6,100 lbs. of butter were used.
- 6,200 cups of hot coffee were sold.



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Kettle Korn

- 5,000 bags of regular Kettle Korn were sold.
- 100,000 lbs. of sugar were used.

Corn Dogs

- 25,060 regular corn dogs were sold.
- 19,160 jumbo/monster corn dogs were sold.

Churros

- 3,256 churros were sold during the Fair.
- 1,630 with filling; chocolate was the most popular.

Fair-Time Licorice

- 3,000 licorice ropes were sold; the most popular flavors were Rainbow and Berry Delight.

Indian Fry Bread

- 3,600 Indian tacos were sold.
- 3,000 lbs. of bread were used during the Fair.
- 150 Vegetarian Tofu Corn Dogs were sold.

Hazelrigg Concessions

- 750 pounds of flour were used for Beerock dough.
- 4,500 pounds of ground beef, onions and cabbage were used to make Beerocks.

Chicken Charlie's

- Over 1,200 NEW Cotton Candy Chicken Sandwiches were sold.
- 1,000 Krispy Kreme Chicken Ice Cream Sandwiches were sold.
- 2,000 pineapples were used for the Chicken and Shrimp Pineapple Rice Bowls.
- 5,000 lbs. of vegetables were used during the Fair.

Wellmon Concessions

- 1,200 Angry Chicken Sandwiches were sold.
- Pastrami sandwich was the most popular item.
- 360 pounds of sweet pork was used for the Dirty Fries and the Pork Sandwiches.

Corn Stars (Jackson Enterprises)

- 9,600 ears of corn were purchased.
- 1,800 orders of Corn in a Cup were sold.
- 720 baked potatoes were sold.



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Fat Fanny's Funnel Cakes (MBM Concessions)

- 1,100 funnel cakes with peanut butter and chocolate toppings were sold.
- 3,876 pints of Strawberries were used.

Funnel Cake Express

- 4,000 regular funnel cakes were sold.
- Strawberry was the most popular funnel cake topping.
- 1,600 lbs. of dough were used.

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