



Fresno County
Farm Bureau
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FOR IMMEDIATE RELEASE

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2013 Farm and Nutrition Day Planned for March 22 at Fresno Fairgrounds

Registration Now Open for Fresno County Schools

Fresno, California...October 29, 2012: The Big Fresno Fair, Friends of the Fair, the Fair's non-profit organization, and Fresno County Farm Bureau are proud to announce that Fresno County schools can now register for the eighth annual Farm and Nutrition Day, which invites all third graders from throughout Fresno County to the Fresno Fairgrounds on Friday, March 22, 2013 from 9:30 a.m. to 12:45 p.m.

Applications for the annual agricultural and food-related field trip are available online at www.FresnoFair.com by clicking on the Farm and Nutrition Day Program link. Registration deadline is February 25; however, classes are accepted on a first-come, first-served basis. Last year, more than 2,000 students attended this annual day.

Fresno County is the nation's number one agricultural county, producing more than 350 commercial crops annually, totaling more than \$6.88 billion in gross production value in 2011. Farm and Nutrition Day's purpose is to educate students on the county's abundant agricultural industry, teach them how to make healthy food choices such as eating fresh fruits and vegetables and allow students' the opportunity to interact with those in the industry. Due to the increasing rate of childhood diabetes and obesity diseases in the Valley, this educational outreach is critical. Hands-on activities, presentations and demonstrations are planned to take place during this year's event.

"We have an abundance of healthy fresh food choices available to us because of location," said Lauri King, Deputy Manager at The Big Fresno Fair. "This event helps us teach kids how to make good eating decisions and take advantage of all the options out there. In other parts of the nation, they don't have the delicious fresh fruits and vegetables we have right here!"

Because of the high costs of transportation, financial assistance may be provided to those schools that apply. For additional details about the event, please contact Jonathan Pantages or Lauri King at The Big Fresno Fair at (559) 650-3247 or via e-mail at jpantages@fresnofair.com or lking@fresnofair.com. Additionally, presenters, sponsors and volunteers are needed for this year's event. If you are interested, please visit www.fresnofair.com/Farm%20and%20Nutrition%20Day or <http://fcfb.org/Events/Farm-day.php> for more information.

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