

GETTING GREENER AT THE AWARD-WINNING



ONCE AGAIN THE Marin County Fair was the most popular place to be over the July 4th weekend for families from all over Marin and beyond. Celebrating our theme, *The Greenest County Fair on Earth*, fair guests of all ages delighted in many special environmental events and entertainers, including the EarthCapades, Dr. Solar, the Walking Tree Man, and Betty Biodiesel, to name just a few.



➤ The fair showcased Marin's many talents and products. Over 5,300 creative folks entered the competitions in 800 categories, from baked goods to junior arts. Fair guests enjoyed over 11,450 unique exhibits, from fine arts and crafts to the 4-H Dairy Show, plus new green-themed competitions such as Decorated Going Green Tree Cookies, Backyard Compost, Light Bulb Art, From Trash to Treasure, Recycled Glass Art, and Decorated Water Bottles. To see the winners of the fair competitions, visit www.marinfair.org.

➤ Keeping its reputation for presenting top entertainment nightly, the fair offered a stellar lineup of artists. Starting with opening day, the amazing **Joan Jett and the Blackhearts** got fair guests in the mood with her distinct brand of rock n' roll. **Steel Pulse**, Britain's most highly regarded roots reggae group, brought audiences to their feet with their high-energy beats, and on July 4th the **Preservation Hall Jazz Band** and the **Tommy Castro Band** were there to make this special holiday one to remember.

American originals, **WAR** and **America** played all of their popular hits to a very appreciative crowd as people danced and sung to such classics as *Low Rider*, *Why Can't We Be Friends*, *Ventura Highway*, and *A Horse with No Name*. Blues legend and tremendous showman **Elvin Bishop** gave us a wonderful blend of blues-rock rhythms, and the incomparable

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Los Lobos delivered their masterful rock, blues, and rockabilly to a packed house of fans.

► **The Green Life**, a 6,000-square-foot interactive exhibit, was a huge hit with fair guests. Designed to showcase sustainability, it told the remarkable story of what we can do right here in Marin County to create a cleaner, smarter, and safer future. Exhibit highlights included the walk-through Ultimate Green Home by Green Fusion Design Center; a helix-style wind turbine for roof-mounted wind-energy systems; a 10-foot-diameter photorealistic globe featuring the newest generation of NASA satellite imagery; Farmers Market demos celebrating local agriculture and local chefs; and the Marin Carbon Cube that informed participants about their carbon footprints. The 25 Green Talk workshops, with over 600 attendees, covered current eco-friendly topics.

The Guerilla Green Videos, produced by students from the Intel Computer Clubhouse in San Rafael, premiered in The Green Life. These 12 videos can now be viewed online at www.marinfair.org.

► **The Alt-Fuel Road Show** featured leading-edge, fuel-efficient cars and bicycles that we can start using today. Featured vehicles included the plug-in Prius that gets 100 mpg, the Pi Mobility Electric Bicycle, the ZENN car that just needs an outlet to work, and the very cool Vetrax that's the world's first high-performance electric motorcycle. The most popular car was the all-electric 1966 Ford Mustang, which drew a crowd all day long.

► Thanks to **Pacific Gas & Electric** and Sustainable Waves, we featured the first solar-powered stage at a county fair in the United States. The array of photovoltaic panels generated electricity to run the Ben & Jerry's Stage sound system and LED lighting.



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► Thanks to the leadership of the County's Community Development Agency Sustainability Team, the county fair installed the first wind turbine at a fairgrounds in California. Designed by Mariah Power, the elegant, 30'-tall Windspire generates electricity for residential and business use.

► Green superstars inspired fair guests this year with talks on sustainability. Environmental lifestyle expert, television commentator, and best-selling author **Danny Seo**, shared his creative ideas on eco-friendly living. As our keynote speaker, he inspired audiences on how to live greener, including recycling just about anything into a chic home accessory, choosing the best solar lighting, and detoxing your home. The co-founder of Tesla Motors, **Martin Eberhard**, hailed as one of the top innovators of 2007, wowed audiences as he discussed the re-invention and emergence of the electric car with the creation of the Tesla Roadster.

► Dazzling **choreographed fireworks**, orchestrated by Pyro-Spectaculars, illuminated the skies over the lagoon each night with a watershed of fresh effects. Fair guests delighted in this spectacular event, enjoying the longest, most elaborate fireworks display ever staged at the fair.

► In addition to the traditional cotton candy, ice cream, and funnel cakes, all of the 28 food vendors offered at least one healthy food option that met nutritional guidelines, including zero trans fats, low cholesterol, saturated fats, and sugar. The menu item had to deliver a good source of nutrients, with emphasis on fruits, vegetables and whole grains and legumes. Vendors were also encouraged to use local products and ingredients.

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The more creative options offered included:

Seafood Gumbo at New Orleans Catering. Chicken or Pork Taco w/lettuce wrap at Noel's Food Concessions – Second Place Winner.

Mexican Chopped Vegetable Salad with jicama, ginger, lime and cilantro dressing - First place winner at Pedemonte & Company

Pasta with Tomato Marinara Sauce at Petaluma Rainbow Girls.

Fresh Fruit Cups and Smoothies and low sugar Strawberry Lemonade from Coral Reef Smoothies.

Fresh steamed corn tamales, veggie dogs and coleslaw featured at Marin Artists International Network - Third Place Winner.

Butler Amusements - "Watermelon on a Stick"

Rings Restaurant's Pineapple Ginger Coleslaw

Capitol Cookery and Corn Roaster's fresh grilled corn on the cob with featured seasonings rather than butter.

Sani's Yummy Yogurt created their own unique milkshake using fresh banana and low fat milk and ice milk.

Fair guests raved about these new delicious menu selections. The fair food vendors now better serve the growing demand for fresher, healthier choices from Marin and Bay Area families.

➤ The **Barnyard** was a very busy place this year, always filled with happy kids enjoying the livestock exhibits, petting zoo, and the Hambone Express pig races. Barnyard Arts, a fair tradition, introduced urban and suburban children to farm animals while they created an original masterpiece.

➤ The new **Waste Diversion and Recycling Stations**, coordinated and staffed by the Marin Conservation Corps, were a success, as corps members tripled the recycling collection numbers as compared to the 2007 fair.



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MCC collected an impressive 236 lbs. of aluminum; 1,569 lbs. of glass; 1,311 lbs. of plastic #1; 84 lbs. of plastic #2; and 403 lbs. of mixed (tin, other plastics, etc.).

Yokayo Bio Fuels of Ukiah collected just over 180 gallons of cooking oil from the fair's 28 food vendors. This oil will be converted to bio-fuels for use at the Yokayo filling stations in Mendocino County.

➤ Thanks to the leadership and composting services of Marin Sanitary Service, on-site support of Janice Sitton of Good Green Graces, the participation of the fair's 30 food and beverage vendors and over 100,000 guests, the pre and post consumer food waste numbers were as follows:

Pre-Consumer 2.34 tons

Compostables (Food waste collected from 30 vendors – corn husks from roasted corn to avocado skins from guacamole prep)

Post-Consumer 2.18 tons

Compostables (Compostables collected from fair guests including biodegradable paper plates, cups, etc. and left-over food waste.)

This compost was picked up by Marin Sanitary Service and taken to their new biocell for waste in San Rafael. The "waste" cures in the cell indoors (with no methane emissions). When it's done, the waste can be used as compost. Marin Sanitary Service will return the finished compost to the fairgrounds as a beneficial soil amendment for landscaping and planter beds.



If you would like to be on the mailing list to receive the **2009 Exhibitors' Guide** and enter the fair, please call Charlie Barboni, Exhibits Supervisor at 415.499.7048, or e-mail at cbarboni@co.marin.ca.us. The Marin County Fair showcases the talents and creativity of the entire community. The 64th annual Marin County Fair will be held July 1 to July 5, 2009.