



August 29, 2018, (Madera, CA.) “Madera Fair opens ‘ifarmers market’ an Ag Education Play Venue”

FOR IMMEDIATE RELEASE:

Madera District Fair was awarded the 2017 CalAgGrant for their proposed “iFarmers Market” an interactive educational agriculture venue set to open at the 2018 Fair.

The activity center will house ipads featuring agricultural applications and kids farming videos on one side and a play farmers’ market outfitted with toy veggies, a chicken coop for egg gathering and a life size milking cow on the alternate side. A corn box of swimming pool size proportion will have toy tractors, scoops and buckets for young and old to get in and play. Rideable John Deere toy tractors will travel a hay lined path with signage identifying Madera Counties top 5 commodities and even a drive-thru barn. The almond industry will be illustrated on a country style fence with three stages of an almond orchard; dormancy, bloom and harvest. Guests in the venue will find educational graphics and information throughout. The venue is targeted to serve school age children but will undoubtedly educate and entertain guests of all ages. The Farm to Fair, ifarmers’ market is located adjacent to Lumbertown or most recently referred to as TECH TOWN during the annual run of the Fair.

Madera Fair is proud to be selected as one of six recipients by The California Department of Food and Agriculture for the enhancement of agricultural education.

“Our focus annually is to provide our guests with a safe, fun, family friendly venue. This new venue checks all the boxes while also highlighting one of Madera Counties finest features, agriculture. We are eager to open the gates and let the kids play farm at the Fair!”

The 2018 Madera District Fair opens Thursday, September 6th for a 4-day run. Discounted admission tickets and carnival coupons are available online and at the Madera Fair office thru September 5th. For additional information, please contact the Madera District Fair office at 559-674-8511 or visit our website at: www.maderafair.com.

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1850 W. CLEVELAND AVE · MADERA, CALIFORNIA 93637 · (559) 674-8511 · FAX (559) 674-4516