



# AGZONE

NEWS & UPDATES FROM THE SOUTH FLORIDA FAIR

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Welcome to our kick-off edition!

## SOUTH FLORIDA FAIR LAUNCHES NEW NEWSLETTER

Welcome to the kick-off edition of the AG ZONE Newsletter! We hope you find this new bi-monthly communication tool to be useful for the latest news and updates from the South Florida Fair, focusing on the Fair's agriculture, Sundry Feed Store, Discover the Outdoors, 4-H/FFA, small animal exhibits, equestrian, volunteers and the AgriPlex Shopping and Lifestyle Experience. We will even have some recipes to share!

Upcoming publish dates for 2020 are: August, October, and December.

Our Ag Team, Meghan Garcia, Manager, and Tracy Hamlin, Ag Assistant, along with Paige Poole, Education & Communications Relations Manager, are among those providing featured content for the newsletter. If you have some feature story ideas, photos, upcoming Fair ag-related events, and programs, please feel free to share.

In each newsletter, we are planning to feature a Fair ag-related volunteer, we will give a "shout-out" to our sponsors, you'll learn what's new and different with the Sundry Feed Store and Discover the Outdoors. So stay tuned and watch your "in-box" for upcoming editions. It will also be posted on the Fair's website.

2021 Fair theme announced

## AN EARTHLY A-FAIR

Since 1993, the themed expositions produced every year during the South Florida Fair are one of the most popular attractions of the 17-day event. The 2021 theme promises to be one of the best yet!

"Every year we look to implement new changes to 'green' our fair and facility," said Vicki Chouris, South Florida Fair President & CEO.

Last year, the fair recycled cardboard, asked the vendors to eliminate plastic, including straws and other service items, and worked with Tellus Products in Belle Glade, which converts leftover sugarcane fiber into disposable tableware, such as containers, plates and bowls."



With less than 200 days until the 2021 Fair, "An Earthly A-FAIR" themed exposition, will be ultimately green. We want to show our visitors that small changes in how we live can make a huge impact on our earth.

These efforts will be complemented with activities, entertainment, interactive and educational exhibits about climate change, green initiatives, endangered species, protection of the environment, clean air, water conservation, the importance of agriculture and more.

Better than ever!

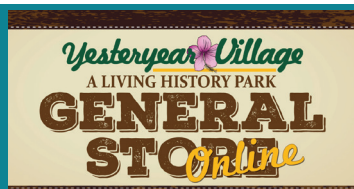
## THE SOUTH FLORIDA FAIR YOUTH PULLET PROJECT IS BACK FOR 2021

The South Florida Fair's Youth Pullet Project is back for the 2021 fair and promises to be better than ever!

The project engages youth in learning life skills while having fun raising chickens. Participants should expect to start chicks out in a brooder (warm and protective environment) and move them into a coop as they get older. Twenty positions are available for participation.

Sign up today to join the flock! Please note these are ordered as "pullets"- the hatchery guarantees 90 percent pullets.

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[www.southfloridafair.com/yv-store](http://www.southfloridafair.com/yv-store)

## MEET OUR LIVESTOCK AND AUCTION COMMITTEE LEADERS

The South Florida Fair, like most fairs across the country, relies on dedicated and passionate organization leaders, board members and committee members to lead and guide the mission and focus at hand.

Our Fair is fortunate to have Craig Elmore, Paul Grose, Tommy Holt and Buddy McKinstry heading up our specific ag-based committees, not that any of them need anything else on their plates!

South Florida Fair's agriculture and livestock programs stand among some of the most progressive and successful in the state, thanks to the dedication and passion of the Fair's Livestock, Market Auction and Agriculture committees.

Craig Elmore who has committed 20+ years of service to the South Florida Fair Board, serves as chair of the Fair's Livestock and Market Auction committees.

He said he is driven to serve in the leadership role by "watching the kids in the community grow up and become involved adults."

The two committees work year-round with the Fair's volunteer committee members and ag staff to prepare from one year to the next.

For the 2021 Fair, Elmore said his goal is to "have all hogs and steers sold" at the youth Market Auction. Given the current situation in the Fair industry, some Fairs across the country have had to hold their auctions virtually. South Florida Fair officials are hopeful that will not be the case come January 2021.

Elmore, who currently serves on the Fair's Nominating and Finance committees, is also a Distinguished Trustee Board member. During his years on the Fair Board, he is a former Board Chair, and has held various other leadership roles within.

In the community, Elmore, involved in the heavy construction business, is active in the local Chamber Commerce, the Association of General Contractors, and the Florida Transportation Builder's Association.

And if he has any time to relax, Elmore enjoys hunting and fishing in his spare time.



**Paul Grose**  
**Livestock/Market Auction Committee Co-Chair**

Along with Craig Elmore in the leadership role of the Livestock and Market Auction Committees is Paul Grose, who has served on the South Florida Fair Board for about nine years.

"I enjoy serving on the Livestock and Auction committees because I like the complexity of the various activities required for the committees to complete their tasks and because of the dedication and talent of those serving with me," Grose said. "My goal for the Livestock/Auction committees is for all aspects of the activities the committees help organize for the Fair run smoothly and that both exhibitors and volunteers are fully satisfied with their Fair experience," Grose continued.

Like Elmore, Grose is active in other aspects of the South Florida Fair Board, holding current leadership roles on the Master Plan, Nominating, Corporate Governance, Finance, Board of Trustees and Executive committees. He also serves on the Fair's Agriculture and Scholarship committees.

In his professional life, Grose is vice president of the King Ranch Florida Operations, and has held leadership positions with homeowners associations boards and agricultural trade association boards. He currently serves on the Pioneer Growers board of directors and the Board of Supervisors of the Everglades Agricultural Area Environmental Protection District.

In his spare time ... Grose enjoys home improvement activities.



**Craig Elmore**  
**Livestock/ Market Auction Committee Chair**

### YOUTH PULLET PROJECT (Continued from Page 1)

#### The \$25 project registration fee includes:

- 5 Delaware Pullet chicks (approximately one week old) and one 5-pound bag of Chick Starter
- 2021 South Florida Fair Pullet Project Poultry Show and Auction entry, as well as the record book to be maintained for the duration of the project. The auction is optional and must be declared by check-in on January 14, 2021.
- Blood testing for show by the Florida Department of Agriculture may be arranged prior to the exhibition or done upon arrival to the fairgrounds.

#### Expectations and Requirements of Participants:

- Maintaining adequate care of pullets (safe from bad weather, pets, predators, etc.)
- Participation in the South Florida Fair Pullet Project Poultry Show. (MUST show 3 pullets)
- Completion of pullet project record book. Record books are due at check-in.
- Five buyer letters to be mailed out by December and a copy included at check-in with the record book. Please include a sample buyer thank you letter if participating in the auction. Exhibitors must note at check-in if you are participating in the auction. A 5 percent deduction will be taken from total sale price for auction expenses.

#### Important Dates:

**June 30, 2020:** Youth Pullet Project registration deadline

**July 6-10, 2021:** Chick pick-up

**Showmanship Clinic** – To be announced

**January 14, 2021:** Pullet project check-in between 1-2 p.m.

**January 16, 2021:** Project judging

**January 16, 2021:** Market Auction in the Agriplex Arena immediately following the steer auction

**Grand Prize - \$250.00; Reserve Prize- \$150.00**

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## DID YOU KNOW?

### HERE IS WHAT WE KNOW ABOUT THE SUNDY FEED STORE

**Editorial note:** As Meghan Garcia, Livestock & Ag Manager, and Tracy Hamlin, Ag Assistant, continue in their respective roles, Paige Poole, Education & Community Relations Manager, is now the SFF staff representative for both the Sundy Feedstore and Discover the Outdoors.

Did you know the Sundy Feed Store once stood in Delray Beach and during that time the town was called Linton?

The Sundy Feed store was originally a feed and fertilizer store. John Shaw Sundy, from Fayetteville, N.C., was a construction company superintendent that later became Florida East Coast Railway. He started a feed and fertilizer business in 1902 and later built this wood structure in 1912. It was approximately 5,000 square feet and was built of durable Dade County Pine. This type of wood is almost non-existent now and was so hard that a nail could hardly be driven through this type of pine. The outside walls were made of cypress, considered to be a softer wood.

In its original location, the store was a half mile north of Atlantic Avenue near the railroad tracks. The business was run by two sisters out of four siblings until the late 1960s. After the building sat vacant for many years, grants were awarded, and the building was cut into four sections and relocated to the Morikami Japanese Gardens in 1991.



According to an article in the Sun-Sentinel, the Sundy Feed Store is the oldest commercial farm related structure in eastern Palm Beach County. Because the building is rustic and did not quite “fit in” on the Morikami grounds, the building was moved to the fairgrounds in the early 2000s. It sits near Yesteryear Village and is a focal point in the Fair’s agriculture area.

Not only is the building a historic landmark and has long ties with agriculture, it’s legacy lives on. Every year during the South Florida Fair, guests can experience agriculture and purchase some of the area’s finest and freshest vegetables. Florida is a top producer of sugar cane but other vegetables and even rice are available. Items from bell peppers, bok choy, green beans and of course, Palm Beach County’s own sweet corn, are ready to be bagged and taken home! Visit the Sundy feed store during your visit to the Fair and take in some of the county’s history too!

### COMMITTEE LEADERS

(Continued from Page 2)

Board members serving with Craig and Paul on the Livestock Committee, are Diego DeLeon, Zoila Hernandez, Tommy Holt, Becky Isminger, Brenna Lindsey, Buddy McKinstry, Annis Manning, Frank Sardinha, Dwight Saxon, Bobbi Jo Smith, Ron Smola, Eva Webb, Keith Wedgeworth. Other members serving are Ricardo Alvarez, Brianna Bennett, Debbie Clements, Derrick Crum, Fallon Curren, Noelle Guay, Sheridan Johnson,

Dudley Kirton, Brian Provo, Lee Salmon, Beth Yarborough, Cori McHugh, Tammy Rubio, Cheyenne Tavares, and Chris McAllister

Serving on the Market Auction/Dinner Committee are Becky Isminger, Bobbi Jo Smith, Frank Sardinha, Brenna Lindsey, Diego DeLeon, and Bob Jarriel.



## AGRIplex SHOPPING & LIFESTYLE EXPERIENCE RETURNING IN 2021

Returning for its second year at the 2021 Fair is the Agriplex Lifestyle and Shopping Experience.

This unique and one-of-a-kind shopping opportunities are sure to entice our guests. Upscale merchandise, livestock items, specialty goods and services are featured. And yes, the tractors, too!

- Unique apparel
- Personalized items
- Landscaping and gardening features
- Tractors
- ATVs
- Lawn mowers

There is still vendor booth space left, so if you or a business you frequent who would like to be in front of nearly 400,000 guests, we would welcome them to be a part of the excitement!

The realignment of the shopping experience came about from relocating the Small Animal Exhibit, south of the petting zoo.

**For vendor information and an application, please visit the Fair’s website at:**  
[www.southfloridafair.com](http://www.southfloridafair.com)  
**Under the first heading THE FAIR, look for vendor/concessionaire info.**

## ADOPT-A-BRICK PROGRAM

Commemorative bricks can be observed throughout Yesteryear Village. This is a perfect way to recognize a special event or memorialize or honor a loved one.



Bricks are \$60 each for a 4" x 8" brick.

Forms are available on-line or contact Gale Singer for more information at 561-472-8492.



Meet our sponsor

## JUNE IS DAIRY MONTH...FLORIDA DAIRY FARMERS

As we kick off this first edition of the AG ZONE Newsletter, and since June is Dairy Month, it's a good time to say "Thank You" to Florida Dairy Farmers for being one of our ag-related sponsors.

Here is our interview with Brittany Bassani, Florida Dairy Farmers' Event Marketing Manager, Communications.

### What does Florida Dairy Farmers sponsor at the South Florida Fair?

Florida Dairy Farmers sponsors the Mooternity Exhibit where pregnant cows provided by the Larson Family give birth to their calves, providing fair attendees with a once-in-a-lifetime viewing experience. Banners and signage are displayed in the Agriplex where milking demonstrations are done twice a day to educate consumers about the dairy industry. FDF sponsors the "Thank a Farmer" float during the daily parade and a representative of Florida Dairy Farmers gives the milk toast during the annual VIP luncheon. Our

exhibit space in the Sundry Feed Store allows consumers to talk with FDF staff and pick up fun and educational resources about the dairy industry.

### What does FDF like about the South Florida Fair?

From the time you walk on the fairgrounds, everyone at the South Florida Fair has a way of making you feel like family. The staff and volunteers are always available and willing to help from the first day of setup to the last day of breakdown. We love the South Florida Fair's dedication to educating the public about agriculture and how they continue to promote agriculture even after the fair is over through their summer camps for kids.

### Why does FDF sponsor at the Fair?

South Florida Fair has been a loyal partner to Florida Dairy Farmers and has been devoted in helping to promote and educate consumers about the importance of the dairy industry. They continue to maintain a passion for agriculture, and it shows not only to the farmers, but to everyone that attends to the fair.

### How many dairy farms are there in the state of Florida?

70.

### What is the average size of dairy farms in Florida?

1,500 cows.

### Can you share your thoughts on the dairy shows held at SFF?

Dairy shows at the South Florida Fair are an excellent opportunity for the dairy industry to reach out to the public by showcasing the best

of the best within the industry. The breadth of classes offered allows the public the chance to see, not just our milking cows, but also the emphasis we put on caring for calves as they eventually grow into the milk-producing cows on the farm. The fair also provides a unique chance to educate youth thanks to the multitude of field trip groups that attend. The milking parlor right next to the show ring is always a highlight!

### Why are dairy shows still important/relevant at Fairs?

Dairy shows are important for several reasons. The first being because shows allow the next generation of farmers to grow their skills set when it comes to proper animal husbandry. It teaches them personal responsibility and helps them understand the process of setting and achieving goals. These competitions also foster the drive for farmers to continuously improve by selecting genetics that will make the best of dairy cattle even better. Shows allow the public to see the innovation that is taking place in the industry right before their eyes to help create better, more sustainable food for them.

Here are some links to great dairy recipes to try at home, not just during June, but throughout the year!

Thank You Florida Dairy Farmers!

[www.floridamilk.com/in-the-kitchen/recipes/beverages/bubble-tea.html](http://www.floridamilk.com/in-the-kitchen/recipes/beverages/bubble-tea.html)

[www.floridamilk.com/in-the-kitchen/recipes/beverages/patriotic-smoothies.html](http://www.floridamilk.com/in-the-kitchen/recipes/beverages/patriotic-smoothies.html)

## The Heijkoop Family

## FAIR LIVESTOCK EXHIBITORS ARE OUR FOUNDATION

*Editorial note: The following article is reprinted with permission from the Florida Dairy Farmers publication*

The dairy roots run deep and wide for Johan and Trisha Heijkoop. His childhood with cows in Holland and her family ties to longtime dairy farmers in South Florida have grown into a strong bond of dedication and commitment to their livelihood.

Together they help manage two dairy farms – Milk-A-Way in Webster and K&H in Mayo – while also raising four children.

"My dad grew up on a dairy in Holland, and we had a few cows. We moved to the U.S., and my dad bought a farm up in the Panhandle of Florida," says Johan, who worked his way up from part-time farm work to joining Gary Keyes as a partner at the two dairies where they milk a total of 1,300 cows.



Johan and Trisha met at the University of Florida, where they both studied agriculture.

"Being a dairy farmer is simply fulfilling our dream," says Trisha, who is a member of the

well-known Rucks family in Okeechobee. "We wake up every morning knowing that there's a lot of hard work and determination that we're going to have to put in to continue being successful. But it's just what we do."

The couple is active in agricultural events in their Sumter County community, and Johan was named the 2013 Outstanding Young Dairy Leader by Southeast Milk Inc., the state's largest dairy cooperative. In 2015 the National Dairy Shrine presented Johan with the Progressive Dairy Manager award in the large herd division.

They have four children: Jozef, Julia, Johanna, and Jaylee. Their father says the kids are one of the reasons he is in the dairy business. As he puts it, "They learn lessons on the farm that I can't teach them that they will use for the rest of their lives."





## *Thank you, Justin Murphy* **IT TAKES A VILLAGE OF VOLUNTEERS**

Everyone who volunteers in the Agriculture and Livestock area during the South Florida Fair knows Justin Murphy. He is a huge asset to the Fair and we are extremely lucky to have him as a volunteer.

There is not a task that Justin cannot complete for our Fair. He has been known to build pens, move panels when needed and stay overnight checking out animals until the last one is gone.

During the Market Animal Auction, Justin works along side our Finance Team assisting with calculating the numbers to help make sure the auction runs as smooth as possible.

At just 24 years old, Justin is one of the most kind, calm, positive, and helpful volunteers in the agriculture area. He is up for any task asked of him and you will never catch him sitting around. He is always ready to go onto the next project.

In addition to volunteering for the agricultural department, Justin has been known to hop on a Kubota and pull one of the floats during our daily parades.

Thank you, Justin! We are grateful for you!

## **JOHN PICANO JR. MEMORIAL GOLF TOURNAMENT**

**FRIDAY, SEPTEMBER 18, 2020**

7:30 a.m. Registration and breakfast

8:30 a.m. Shotgun start

The annual John Picano, Jr. Memorial Golf Tournament benefitting the South Florida Fair Scholarship Fund will be played at Mayacoo Lakes Country Club, loaded with unequaled golf, gifts, prizes, food and fun!

John Picano, Jr., Public Relations Director for the South Florida Fair, and a loved and respected leader in our community, passed away on November 22, 2012. John was an avid golfer and was instrumental in the growth and success of the Fair's Golf Tournament.

John's memory will live on through this annual South Florida Fair's Memorial Golf Tournament which provides scholarships to area students who might not otherwise be able to attend college.

Since 1981, the South Florida Fair Scholarship Golf Classic has raised over \$650,000 in college scholarships.

This exciting outing includes:

- Gifts for all participants including 2 admission tickets to the 2021 South Florida Fair
- On course contests
- On course refreshments
- Awards lunch

Proper Golf Attire is required

Foursomes are going fast, and corporate sponsorships are still available.

Please contact Lorie Stinson at (561) 790-5245 or email: [Lorie@southfloridafair.com](mailto:Lorie@southfloridafair.com)

Mayacoo has 18 distinctive challenges awaiting players of every skill level.

## **ETHICS CLASS/ WORKSHOP**

**9 a.m. SATURDAY, NOVEMBER 7, 2020 at the South Florida Fairgrounds**

Registration starts at 8:30 a.m.

Class starts at 9 a.m.

No class limit. – early registration is recommended; walk-ins are welcome too.

For those who don't pre-register, please arrive at 8:30 am and either bring your paperwork or complete it on-site. Please check back in the fall for information on the 2021 South Florida Fair and sign up for our email list to receive the latest updates.

The 2021 South Florida Fair is January 15-31.

South Florida Fairgrounds  
9067 Southern Blvd West Palm Beach, FL 33421  
Enter Gate 8 on Fairgrounds Road  
Directions: [www.southfloridafair.com/directions](http://www.southfloridafair.com/directions)

Contact Person: (561) 795-6419 or [tracy@southfloridafair.com](mailto:tracy@southfloridafair.com)

**Please note:** To pre-register, visit: [www.floridastatefairag.com/ethics](http://www.floridastatefairag.com/ethics)



## **2021 FAIR WORKDAY SCHEDULES**

The following dates, starting at 9 a.m., are the scheduled workdays at the Fairgrounds in preparation of the 2021 Fair. Please mark these dates on your calendar and bring along a friend to lend a helping hand.

**November 21, 2020:** Cattle barn construction and Mooternity setup

**December 5, 2020:** Hog and arena construction

**December 12, 2020:** Small animal tents and horse arena

**January 9, 2021:** Cleanup and finishing work throughout all areas