

# News Release



News Release: June 30, 2024

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## **Alameda County Fair Spotlights Local Agricultural Producers with “Fields of Gratitude” Project**

### 5th Generation Livermore Ranchers Share a Passion About Land Conservation

Pleasanton, Calif. – The Alameda County Fair is paying homage to its deep agricultural roots with “Fields of Gratitude, Thank a Farmer”, a brand new display designed to educate the public about local farmers, ranchers, and other agricultural producers in the area.

One of those producers highlighted is 3 Calhoun Sisters’ Ranch, based out of Livermore. Merry, Nancy, and Susie’s family have been in California’s Livermore Valley since the 1850’s, farming and ranching on Mines Road in Livermore for over 100 years.

While 3 Calhoun Sister’s Ranch is known for their grass fed, pasture raised beef, they do so much more than just that.

The sisters are passionate about land conservation, working hard to implement regenerative agricultural land management practices which focuses on a well-managed grazing system that can regenerate grassland, build soil, sequester carbon, and protect watersheds and natural resources.

The ranch works with nature, using natural solutions such as a pollinator program designed to protect Monarch butterflies, as well using Owl boxes instead of poisons to help naturally control the rodent population on the ranch.

Recently, the ranch has also begun an Oak Tree Conservation project, in partnership with the Natural Resource Conservation Service and the Alameda County Resource District.

Together, they have planted new Oak trees which help provide shade for grazing cattle and help enrich the soil through nutrient cycling. Oak trees also help prevent mudslides and erosion by providing rainwater runoff control, as well as improving air quality by absorbing airborne pollutants.

The ranch was recently the first in the region to become Audubon Certified Bird Friendly Land through their Conservation Ranching Program and was also the first to complete a Carbon Farm Plan. The focus was on regenerative ranching to help save the habitat of grassland birds.

“Our hope is that we can become a fully sustainable ranch and also help other farmers and ranchers move towards a more regenerative model,” said Nancy.

The Calhoun Family has been involved with the Alameda County Fair practically since it began. Susie and Merry remember their grandfather’s hay being entered into competition at the Fair, and coming home with ribbons that hung in their house. Their mother demonstrated art for decades in the Fine Arts area and entered her artwork every year, winning many awards. Susie has spent the last 40 summers working at the Fair and Merry is a member of the Alameda County Fair Foundation Board.

The Fair will showcase the 3 Calhoun Sisters Ranch, along with several other informational displays, in various locations around the Fairgrounds.

The Alameda County Fair, which runs until July 7, is one of California’s largest Fairs and is the oldest county Fair in Northern California. For more information and updates, visit [alamedacountyfair.com](http://alamedacountyfair.com).

## **2024 Alameda County Fair Information**

**Dates:** June 14-July 7 (Open Wednesdays-Sundays; Closed Mondays & Tuesdays)

**Hours:** 12pm-11pm daily (except July 4, 12pm-8pm; Parking Closes at 3pm, Gates Close at 4pm)

**Carnival Hours:** Wed-Thurs 1pm to closing, Fri-Sun 1pm to closing (July 4 is 1pm-8pm)

**Horse Racing:** Every Friday through Sunday, plus Thursday, July 4

**Concerts:** 8pm-9:15pm nightly (except July 4)

- June 30 - Spice Wannabe - Spice Girls Tribute
- July 3 - X Ambassadors
- July 5 - Hunter Hayes
- July 6 - Fast Times - 80s Music
- July 7 - 40oz to Freedom - Sublime Tribute

**Drone Show:** 9:30pm nightly (except July 4)

**Ava Community Energy Movies on the Lawn:** Every night at 6pm, including July 4; for full list of movies, visit [alamedacountyfair.com](http://alamedacountyfair.com)

### **Regular Gate Admission - plus processing fees**

- General (13-61) – \$18
- Seniors (62+) – \$15

- Kids (6-12) – \$15
- Fun Pack - \$77
- Children 5 and Under – FREE
- General Parking – \$15
- Unlimited Carnival + Sky Ride wristbands – Wed-Thurs \$37, Fri-Sun & July 4, \$42 – valid any one day of Fair – *may only be purchased in at a Butler Kiosk inside the Fair*

### Promotions and Special Days

- **\$1 Ride Day:** Wednesday, July 3 – until 5pm
- **First Responder’s Day:** July 4 – Free general Fair admission with ID Until 3pm
- **Children 5 and Under:** FREE general admission ALL DAY, EVERYDAY
- **Military Appreciation:** One FREE general Fair admission with valid Military ID, ALL DAY, EVERYDAY

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*The Alameda County Agricultural Fair Association, a 501c3 non-profit organization, produces the annual Alameda County Fair without any tax funding from the government. It is ranked one of the top 50 North American Fairs and the 7<sup>th</sup> largest fair in California. The Fairgrounds is home to the oldest one-mile*

