

Relevancy of FES sector

- Celebration of community
 - Manifestation of character of community
 - Understanding community
- Last social gathering place
- Meeting place on annual basis
- Reflects community back on themselves
- Increases cultural understanding of make-up of community
- Feel the pulse of the community
- Family oriented
 - whole family
 - involvement of whole community
- Icon – traditional, emotional, cultural
- Competition – community development and development of skills
- Innovation (or lack thereof) – keeps juices flowing
- Exposure to agriculture and things not normally exposed to
 - Evolution from innovation and central marketing place
 - Evolution from innovative side
 - i.e., Interpreting food chain to public
- Money
 - economic activity
 - bad news in absence of the Fair, etc.
- Large gatherings=captive audience for politicians, etc
- Central location – convenience, feels like an “old shoe”
- Role of rural industries to Canadian and international community
- Economic backbone of Canada
- Rending rural-urban divide
- Education & promotion: Agriculture, rural life, food
- Provide facilities to communities
- Centre of excellence and education
 - Seeking input from different cultures, etc.
 - Representative of entire community
- Ongoing nature of Agricultural Societies (more than just FES)
- Use of new, relevant technology that responds to/attracts diversity