

Media Alert

For Immediate Release

**Treasure the Memories
of Our Roots**

July 28 – August 2, 2014

Rooted in the Community for 31 years.



Contact: Kim Morgan

570.739.2627

kamorgan11@gmail.com

Why A County Fair

As the Schuylkill County Fair is about to “Treasure the Memoires of Our Roots” most people just don’t get it. Although the fair has been “Rooted in the Community for 31 years,” most people do not understand the significance of a fair. Maybe that is because most of us are several generations removed from the farm and the twenty-four seven that it takes to produce this country food, fiber and fuels. Urban politicians continue to whittle away at funding for county fairs and the Ag programing. Fairs are all about the kids learning real life experiences.

It is unfortunate that urban children have much less opportunity to connect with real life. They look at some farm kid working on his show steer every day for months. It is beyond their comprehension. “Why”, they ask, ‘Would anyone want to waste their time in such a mindless pursuit?’ and then they whip out their Game Boy, MP3 Player or cell phone and fall into a trance. My own son even asked me the question, “Why do you care about the Fair and put so much work into it. My response was that fairs showcase the backbone of what this country is made of.

Thank goodness there are some politicians, corporations and influential associations that DO get it. As farmers and livestock raisers continue to decline in numbers, it is even more critical that parents, county agents, Ag teachers, 4-H leaders, scientists and teachers instill in the next generations the realities of life that farming depends on. Does America want to become a net importer of food in fifty years?

I appreciate Mrs. Obama's garden, Whole Foods specialty markets, organic and natural producers. They have a niche market. But who is going to feed the other 99% of the population, much less a hungry third world?

Those kids, who are fitting steers, doing chores, picking apples, showing hogs, driving the grain truck, learning to weld, rigging pens, irrigating strawberries, managing a pasture, hosing the milk room, stacking hay and learning to read the sky are assimilating the mountain of knowledge that it takes to make dirt and rain into food.

Farm kids start learning the land and the livestock when they are old enough to carry a bucket. When they help with the daily chores they are practicing. It's like taking piano lessons or tennis lessons except what farm kids learn has a much more profound objective; feeding, clothing and fueling us all.

Our culture expends a great deal of effort on future NBA stars, astronauts, environmental lawyers, doctors, and political science majors. But for every 100 rock stars, Rhodes Scholars and Heisman trophy winners our country produces, we better make sure we spend enough to train at least two future farmers, so the rest of them can eat. That is the essence of the county fair.

Beneath all the fun, auctions, and show ribbons, the serious business of learning how to make a living off the land continues like an underground river.

The list of 'essential professions' is a short one. That's the reality of real life. Farm kids hold our future in their hands. They are in training to feed the world. And fair board members and county agents get it. Take a moment to thank the people who bring the Schuylkill County Fair, July 28 through August 2, to the County of

Schuylkill every year. They get it. They understand that if we do not treasure the memories our roots we do not have a foundation for our future. Support the fair board directors as they strive to educate the general public about the significance of Agriculture and its impact on our Daily Lives. Show your support for the Schuylkill County Fair by attending July 28 through August 2. For the latest information about the Schuylkill County Fair visit our website www.schuylkillfair.com or like us o Facebook follow us on Twitter.