

California Strawberry Festival

Media Advisory

38th Annual California Strawberry Festival

May 18 & 19, 2024

Dates & Times: May 18 and 19, 2024

Hours: 10:00 a.m. – 7:30 p.m., Saturday, 10:00 a.m. – 6:30 p.m., Sunday

Location: Ventura County Fairgrounds, [10 W. Harbor Blvd., Ventura, CA 93001](#)

Parking: Limited parking onsite, [Driving Directions](#), an [Amtrak station](#) is across the street.

Free Shuttles: [Locations in Oxnard and Ventura](#) (Recommended)

Admission: \$15 General Admission

\$10 Active military and dependents with ID (purchased at the Festival Gate) and Seniors 62+

\$8 Youth (ages 5-12)

Children 4 and under, Free

Entry tickets can be purchased on the festival website, [www.CAStrawberryFestival.org](#) or at the gate

More information: [www.CAStrawberryFestival.org](#) or email info@castrawberryfestival.org

Event Overview: Chocolate-covered strawberries, strawberry-topped funnel cakes, strawberry nachos, deep-fried strawberries, berry kabobs, strawberry tacos, smoothies, and strawberry beer are just some of the tasty treats offered at the 38th Annual California Strawberry Festival. The festival also features 150 artists and crafters, a Ninja Nation obstacle course, live entertainment on multiple stages, Strawberryland for Kids, carnival rides and a \$5 "build-your-own" Strawberry Shortcake Experience. There is even a "Berry Baby Fashion Parade."

Trays of just-picked strawberries grown on the Oxnard Plain are available at the festival and used in all strawberry-themed food and beverages.

Strawberry Dishes/Drinks: Strawberries, strawberries, strawberries -- chocolate-dipped strawberries, deep-fried strawberries, strawberry tacos, strawberry kabobs and strawberry nachos, thirst-quenching delights like strawberry beer and smoothies. **With over 50 food vendors participating, there is a tasty strawberry delight for everyone. An estimated 1.5 million strawberries will be consumed during the two-day festival.**

Arts & Crafts Showcase highlights the talents of **150 artists who specialize in paintings, sculpture, ceramics, jewelry, specialty foods, furniture, children's toys, photography and more.** Many items have a strawberry theme. Artists are on hand to visit with festival guests and often personalize gifts.

Strawberryland for Kids offers tons of childhood fun with non-stop entertainment including puppet and magic shows on the Family Fun Stage, bounce houses and climbing walls all in a huge indoor convention hall. They'll also be seven kid carnival rides at Strawberryland. Strolling entertainment including stiltwalkers too.

Live Concerts by 22 bands are on two outdoor stages and are included in the admission price. The medley of music includes reggae, Latin, rock, country and R&B music.

BACKGROUND: The festival pays tribute to California's \$3 billion strawberry industry. Ventura County's Oxnard Plain, with its unique coastal environment of ocean exposure and year-round moderate temperatures, is ideal for the luscious fruit. Strawberries are Ventura County's largest crop generating over \$662million in value in 2022. In the 1980s, then Oxnard Mayor, Dr. Tsujio Kato, gathered with City of Oxnard officials and a

handful of local strawberry growers to explore ways to celebrate the strawberry industry. The festival premiered in 1984.

POSITIVE IMPACT: The International Festival & Events Association and the Library of Congress have recognized the California Strawberry Festival for its extensive community programs benefiting education, arts and youths. The Association's research estimates the festival's economic impact on the community hovers at approximately \$7.5 million for the two-day event.

GETTING THERE: Festival-goers are encouraged to use the [free shuttles](#), which will run every 15 minutes to the festival from nearby locations in Oxnard and Ventura. Metrolink offers a [\\$10 day pass](#), good for unlimited rides on the day of purchase, and up to three kids ages 17 and under ride free with each adult fare. The station is located next to the fairgrounds.

Since its inception, the nonprofit festival has donated over \$5 million to Southern California charities.

EVENT CONTACT:

Visit us: <http://www.castrawberryfestival.org>
Like us: <http://www.facebook.com/CaliforniaStrawberryFestival>
Follow us: <http://twitter.com/CAStrawFestival>
See us: <http://instagram.com/castrawberryfest>
Handle & Hashtag: @castrawfestival #CAStrawberryFestival

MEDIA CONTACT: Diane Rumbaugh, 805-493-2877, 805-407-1888 (cell), diane@rumbaughpr.com

Berry Trivia:

Strawberries are the only fruit that **wear their seeds on the outside**.

Strawberries aren't true berries, like blueberries or even grapes. Technically, a berry has its seeds on the inside. Each seed on a strawberry is considered by botanists to be its own separate fruit.

It takes **30 days** for each strawberry to mature from flower to fruit.

Ancient Romans ate strawberries and countless others over thousands of years, but they were first cultivated in France in the 1300s.

Within one day after they are picked, strawberries are **on their way to market** in refrigerated trucks. (Source: California Strawberry Commission)

Strawberries grow year-round in California but April through August are the peak months.

According to the U.S. Dept. of Agriculture, Americans eat an average of more than eight pounds of fresh strawberries each year.

California farmers produce 90 percent of the fresh strawberries grown in the U.S. They grow more than 3 billion pounds of the heart-shaped fruits per year. (Source: California Dept. of Food & Agriculture)

Each acre of land in California in strawberry production produces an average of 21 tons of strawberries annually. (Source: California Strawberry Commission)

35,000 acres of strawberries are planted in California each year. (Source: California Strawberry Commission)

Eight medium strawberries are only 50 calories but provide 110 percent of the daily amount of vitamin C (96mg) (Source: California Strawberry Commission)

For the freshest tasting strawberries, never wash your strawberries and put them in the refrigerator. Only wash them just before eating.