

California Strawberry Festival

Media Advisory

[40th Annual California Strawberry Festival](#)
Saturday and Sunday, May 16 & 17, 2026

Dates & Times: May 16 & 17, 2026

Hours: 10:00 a.m. – 6:30 p.m., both days

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

Parking: Limited parking onsite (\$30), [Driving Directions](#). An [Amtrak station](#) is across the street with MetroLink and Amtrak scheduled stops throughout the weekend (discounted ride tickets available).

Free Shuttles: [Close By 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

Photos and B-Roll: <https://castrawberryfestival.org/press-photo-gallery/> (Login: berrypress)

Event Quick Overview: Chocolate-covered strawberries, strawberry-topped funnel cakes, strawberry nachos, deep-fried strawberries, berry kabobs, strawberry tacos, tamales, smoothies, and strawberry beer are just some of the tasty treats offered at the 40th Annual California Strawberry Festival. The festival also features 150 artists and crafters, live entertainment on multiple stages, Strawberryland for Kids, carnival rides and a \$7 "build-your-own" Strawberry Shortcake Experience.

There is even a "Berry Fashion Parade" both days, where youngsters dress up in strawberry-themed costumes on the Family Fun Stage. All participants receive recognition.

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: 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 from throughout California 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 kid carnival rides at Strawberryland and Mind Works will bring its giant games, including Twister and Jenga and a huge bubble arena. Strolling entertainment, including stiltwalkers too.

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

Festival Fun Zone offers plenty of “big kids” carnival rides.

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 \$705 million in value in 2024. In the 1980s, City of Oxnard officials and a handful of local strawberry growers met to explore ways to celebrate the strawberry industry. The festival premiered in 1984 (was cancelled in 2020 and 2021 because of COVID).

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 youth. 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 kids 17 and under ride free with each adult fare. The station is located steps from 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://x.com/CAStrawFestival>

See us: <http://instagram.com/castrawberryfest>

Watch us: <https://www.youtube.com/user/CAStrawberryFest1>

Handle & Hashtag: @castrawfestival,
#CAStrawberryFestival

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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. Strawberries are actually in the rose family.

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

There are about **200 seeds** in every strawberry.

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

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)