

2025 PA FARM SHOW

DEPARTMENT 36 - AGRICULTURE

MARKETING

MEET YOUR COMMITTEE CHAIR PERSON!



Carrie Bomgardner is a sixth-generation dairy farmer's daughter from northeastern Pennsylvania. She and her husband have attended, volunteered and exhibited at the Farm Show for many years. Carrie has worked in all aspects of the marketing field over the course of 25 years spanning from non profit agriculture to her family's artisan cheese business to currently a focus with agriculture finance customers.

ENTRY DEADLINE

All entries must be made no later than November 30, 2024.

Please be sure to review all general rules and department rules prior to entering.



PA Secretary of Agriculture, Russell C. Redding

Pennsylvania's State Fair showcases top competitors from 108 county and local fairs, and the diversity and quality of Pennsylvania's agriculture industry, the innovative people who make it thrive, and the faces of our proud past and promising future. The show offers visitors a peek into the industry that supports 593,000 Pennsylvania jobs and contributes \$132.5 billion to Pennsylvania's economy every year. See you at the PA Farm Show!

MARKET WEBSITE

See General Rules, Regulations & Health Requirements online at <https://www.farmshow.pa.gov/pafarmshow/exhibit/rules-regulations>

ENTRIES CLOSE NOVEMBER 30, 2024.

DIVISION 001 - MARKET WEBSITE

1. This contest is open to any Pennsylvania resident who direct markets their products.
2. The exhibitor must sell and advertise produce or products grown and produced in Pennsylvania
3. Markets whose offerings of products are derived from the resale of items purchased at an auction or off farm source greater than 50% of total products offered are excluded from this competition.
4. There are two classes - Class 001 Informational Market Website and Class 002 Retail Commerce Website.
5. The presence of e-commerce (the ability to purchase items online) will only be considered when judging class 002 retail commerce website.
6. Entries must be emailed to farmshow@pa.gov with a subject line of 2025 PA Farm Show Market Website Entry. Email must include business name, address, county, phone number, email, and a link to the business's website. Please also indicate if you are entering Class 001 or Class 002 in your entry email.

Class 001	<p>Informational Market Website. Judging will be based on the following criteria:</p> <ul style="list-style-type: none"> • Overall design and attractiveness • Website usability • Depth of educational content • Business information
Class 002	<p>Retail Commerce Market Website. Judging will be based on the following criteria:</p> <ul style="list-style-type: none"> • Overall design and attractiveness • Website usability • Depth of educational content • Business information • Retail store navigation

MARKET WEBSITE PREMIUMS				
1st	2nd	3rd	4th	5th
\$82.50 & Plaque	\$66.00	\$49.50	\$33.00	\$22.00

MARKET ADVERTISING BROCHURE

See General Rules, Regulations & Health Requirements online at <https://www.farmshow.pa.gov/pafarmshow/exhibit/rules-regulations>

ENTRIES CLOSE NOVEMBER 30, 2024.

DIVISION 002 - MARKET ADVERTISING BROCHURE

1. This contest is open to any Pennsylvania resident who direct markets their products.
2. The exhibitor must sell and advertise produce or products grown and produced in Pennsylvania
3. Markets whose offerings of products are derived from the resale of items purchased at an auction or off farm source greater than 50% of total products offered are excluded from this competition.
4. Exhibitors must submit one printed brochure used to advertise their market that is provided at no cost to the consumer.
5. There are two classes - Class 001 Amateur Market Advertising Brochure and Class 002 Professional Market Advertising Brochure.
6. Entries must be mailed to PA Farm Show Complex, Attn: Livestock Office 2300 N. Cameron Street, Harrisburg, PA 17110. Entry must include business name, address, county, phone number, email, and a copy of Market Advertising Brochure. Please also indicate which class you are entering in the letter.
7. If submitting a promotional package, describe what item is being judged.

Class 001	<p>Amateur Market Advertising Brochure (designed by a person or team member with no formal design course). Judging will be based on the following criteria:</p> <ul style="list-style-type: none"> • Overall design and attractiveness • Description of the market • Quality and abundance of information about the market • Business information
Class 002	<p>Professional Market Advertising Brochure (designed by a person or team member with at least one formal design course). Judging will be based on the following criteria:</p> <ul style="list-style-type: none"> • Overall design and attractiveness • Description of the market • Quality and abundance of information about the market • Business information

MARKET ADVERTISING BROCHURE PREMIUMS				
1st	2nd	3rd	4th	5th
\$82.50 & Plaque	\$66.00	\$49.50	\$33.00	\$22.00

MARKET SOCIAL MEDIA PRESENCE

See General Rules, Regulations & Health Requirements online at <https://www.farmshow.pa.gov/pafarmshow/exhibit/rules-regulations>

ENTRIES CLOSE NOVEMBER 30, 2024.

DIVISION 003 - MARKET SOCIAL MEDIA PRESENCE

1. This contest is open to any Pennsylvania resident who direct markets their products.
2. The exhibitor must sell and advertise produce or products grown and produced in Pennsylvania
3. Markets whose offerings of products are derived from the resale of items purchased at an auction or off farm source greater than 50% of total products offered are excluded from this competition.
4. Entries must be emailed to farmshow@pa.gov with a subject line of 2025 PA Farm Show Market Social Media Presence Entry. Email must include business name, address, county, phone number, email, and a link to the business's social media page(s).
5. Include three best posts and analytics (example: number of individual post views, shares, etc.) from January 1 through November 30.

Class 001

Market Social Media Presence. Judging will be based on the following criteria:

- Number of social media outlets used
- Quality of social media engagement with other organizations and partners
- Unique uses of social media to generate interest
- Use of social media to tell the business' story

MARKET SOCIAL MEDIA PRESENCE PREMIUMS

1st	2nd	3rd	4th	5th
\$82.50 & Plaque	\$66.00	\$49.50	\$33.00	\$22.00

FIRE REGULATIONS

1. All exit corridors and emergency exits must be kept clear; no partial blocking will be permitted.
2. All fire alarm pull stations must be kept clear.
3. Fire extinguishers may not be covered by any drapes or hidden by any type of displays.
4. No motorized camping units or vehicles may contain more than one (1) gallon of fuel while on display.
5. All pressurized fuel tanks may be drained.
6. All fuel fills must be locked and fuel caps must be taped closed with duct tape.
7. Any living trees and shrubs are acceptable as long as the shrubbery is individually bagged and baled.
8. Artificial trees and shrubbery must be treated with a flame proofing material. The fire official may request certification of flame proofing.
9. Any type of mulch materials must be treated with a flame proofing material or watered daily. If treated with a flame proofing material, certification may be requested by the fire official.
10. Smoking is prohibited in the Pennsylvania Farm Show Complex & Expo Center.
11. No open flames, fires or burning of any kind will be permitted within the Complex. No exterior burning is allowed unless the Department of Environmental Protection and the Bureau of Fire grant permission.
12. Vendors setting up tents, canopies and membrane covering must provide fire department with fire rating of material. Vendors must also provide any required portable fire extinguishers as needed.
13. Outside propane tanks shall be protected by posts or other approved physical barriers (Jersey barriers).
14. Extinguishers need to be visible, accessible and located in a conspicuous location where they will be readily accessible and immediately available for uses. These locations shall be along normal paths of travel.
15. Doors shall never be blocked or tied off.
16. The Fire Prevention Code of Harrisburg will be strictly enforced.

Contact the Harrisburg Bureau of Fire with any questions regarding the above regulations at 717-255-6464 or fax to 717-255-6448.

R. E. Gallatin Jr.
Fire Inspector
123 Walnut St. Suite 220
Harrisburg, PA 17101
Phone: 717-225-3105



2025 PA FARM SHOW EMERGENCY PREPAREDNESS TIPS

EARLY DETECTION

- Early detection is the most effective way to prevent emergencies or lessen their impacts.
- Vendors and exhibitors will likely be the first to witness, experience, or report incidents.
- You can be the difference in preventing something harmful from happening.
- To report any type of threat or emergency incident, notify the PA State Police Command Post.

BOMB THREATS

- Threats can be made in person, by phone, or in written message.
- Collect as much detailed information as possible about the threat (when, why, how, exact wording of threat, type of voice, personal appearance, clothing description, name, gender, phone number, physical address).
- It is especially important to know the perpetrator's timeline for activation of the device (when will it occur?).
- Immediately report the threat to the State Police Command Post.
- Authorities will investigate the threat and make the proper decisions accordingly in coordination with facility management.

LOST CHILDREN

- Be sure to get the full name of the lost child and keep them safe with you. Notify the Farm Show security desk or closest security/law enforcement team. PSP or Farm Show staff will help to reunite lost children with loved ones.

STATE POLICE

717-787-4171

FARM SHOW SECURITY

717-231-6565

SHELTER IN PLACE

- Although rare, there could be incidents that occur outside the facility that could put people at risk (chemical fire, very severe weather). In these instances, a shelter-in-place plan will be implemented for the welfare of all occupants.

SUSPICIOUS OBJECT

- Do not touch or disturb the object.
- Maintain a safe distance from the object and attempt to isolate the area.
- Notify the State Police Command Post with a description and location of the object.

SUSPICIOUS PERSON

- Observe the circumstances and behavior of the suspicious activity.
- Notify the State Police Command Post and provide as much detail as possible.
- Details about the person should include direction of travel, appearance, height and weight, build, clothing, speech, and anything about the behavior that indicates suspicion.

SEE SOMETHING? SAY SOMETHING!

Security and Law Enforcement Stations are located at the Cameron Street Lobby entrance and the Crossroads Security Office

EMERGENCY

PREPAREDNESS TIPS

STATE POLICE

717-787-4171

FARM SHOW SECURITY

717-231-6565

FLOODING

- Facility management will attempt to mitigate the effects of flooding and natural disasters before they happen and will work with all show vendors during this type of event.
- The Maclay and West parking lots are susceptible to flash flooding.
- Avoid contact with flood water.
- If major interstates or surrounding roads are being closed, facility management will make announcements accordingly.

MEDICAL EMERGENCY

- Notify the State Police Command Post and they will dispatch emergency medical services to the location.
- Describe the nature and severity of the medical incident and location of the victim.
- Do not attempt to move the person unless you are a trained medical responder.
- Stay with the victim and seek help from others if necessary.
- If rendering aid due to your training, be careful not to expose yourself to hazards such as fire, electricity, hazardous materials, or blood borne pathogens

FIRE & EVACUATION

- If you see a fire, activate the nearest alarm or notify the Farm Show Security Desk.
- The City of Harrisburg Bureau of Fire will respond to the alarm.
- When the building evacuation alarm is activated, leave by the closest and safest exit and alert others to do the same.
- Quickly take all personal belongings.
- Please listen to the instructions of the PA system announcements, Farm Show Complex employees, or responders.
- Do not use elevators!
- The facility is equipped with sprinklers and ABC fire extinguishers.
- Once outside, move a safe distance from the building.
- Do not return to an evacuated building until the 'all-clear' sign is provided by the Fire Chief, a Police Officer, or any other official first responder.
- Do not operate cell phones during an evacuation until the 'all-clear' is given

VIOLENT BEHAVIOR

- Your safety comes first. Use your best judgement to preserve your life.
- Report any physical abuse to the State Police Command Post.
- If there's an active shooter in the facility but not in your area, evacuate the facility and find safety.
- If the active shooter is near your area and preventing your escape, go to a room that can be lock or barricaded or hide and remain silent.
- If the shooter knows you are there but you feel you can flee, quickly evacuate the area.
- If you feel like fleeing is not possible, you can either confront, or attempt to overpower the person.
- If there is a shooter, messages regarding the known location of that person may be broadcast over the PA System.

SEE SOMETHING? SAY SOMETHING!

Security and Law Enforcement Stations are located at the Cameron Street Lobby entrance and the Crossroads Security Office