

## 2025 MN State Fair Moo Booth Report

- The Moo Booth sees **500,000+ visitors** over the **12 days** of the MN State Fair
  - They stop to watch demonstrations, 4-H presentations, fun competitions and to learn about agriculture
  - There is a sheet they can fill out using information available in the Moo Booth for fabulous Moo Booth prizes! Highlands were part of the questions this year. The last question is to have a farmer sign the document – which is often done by people manning the Beef Cow/Calf (Highland) booth.
  - According to multiple Moo Booth staff, “where are the Highland cattle” is the most asked question at the Information tables at the entrances to the Moo Booth
- Over the years, Highlands have been highlighted in numerous TV, radio, and sports team appearances
  - 2025 was the 12<sup>th</sup> year Highlands were on the Garage Logic show, now a podcast, with Joe Soucheray <https://garagelogic.com/episode/8-29-live-at-the-state-fair-pat-donohue-steven-c-animals-fair-fun/> - we are the first “guest” on this year’s podcast
    - We walk the cow/calf across the fairgrounds – it takes a small village to get there without incident
    - We had a very small area between the bleachers, keyboard, and stage that the Garage Logic crew were on. A lot of prayers said during that appearance.
- 2025 Fair Attendance was **1,940,869 people** over 12 days
- Most popular materials
  - NCHCA materials
    - Beef brochure on the back on the fact sheet
    - Information about the show is popular due to the close timing of the event – we rarely have enough material on this event, and in 2025 didn’t have any handouts on it
    - For people looking to get into highlands, we encourage them to join NCHCA and start networking with members and visiting farm – we use the fact sheet to share the web address – some people take a photo of the web address to research later
  - AHCA materials
    - Tri-fold brochures
    - Pens are put out for people to take
    - AHCA key chains are given to people who engage in meaningful conversations – they are very appreciated
- Manpower:
  - Mark and Jamie:
    - Mark and the cattle are up there for **13 days** (cow/calf pair are switched every 4 days with the barn clean-out between encampments)
    - Jamie is up there for 9 days

- Mark and Jamie are up there by 5am every day (often earlier) and stay until close of the Moo Booth at 8pm, with a barn check about 10pm every night
  - Mark spends weeks ahead getting pastures set up and chores lined up for being gone from the farm
  - Mark and Jamie pay someone to do chores for the 9 days they are gone from the farm- and that is a bargain for what they do while we are gone. He does rabbit chores all 13 days so Jamie has time to reset pasture paddocks for the final 4 days of the fair.
  - Mark makes 3 total trips up and back from the fair over the 13 days. It is 118 miles one way, or a 236 mile round trip for a total of **708 miles** to represent the association and breed at the fair
- **36 volunteers** helped man the booth in 2025
  - Volunteers give Mark and Jamie a much needed break to catch up on sleep during the day hours – this is the only way we can do this
    - Mark takes vacation to be at the fair
    - Jamie does a combination of vacation time and working at the fair to be there
  - We really appreciate everyone dealing with the issues that increased attendance and lack of parking near the fairgrounds have caused. They have to pay \$25+ to park nearby, or deal with a park and ride which can be full or have delayed buses dues to popularity of the site
  - Doris provides free admission for volunteers who man the booth for 4 hours or more – these tickets come out of her budget
- Doris Mold, Milking Parlor and Moo Booth superintendent at the Minnesota State Fair, has been a great promoter of the breed:
  - She appreciates the work of the association to man the booth and talk with fair goers – which is why we have such a long run in this spot
  - Doris has done a lot to get promotional opportunities over the years across the fairgrounds – our cows have been to most corners of the fairgrounds
  - Doris does what she can to make our time at the fair as hassle-free as possible
    - Doris pays for a camp site out of her budget for us. We would not do it without the camp site
  - This year Doris updated the moo booth education material to include Highland Cattle!

We thought it was important to send a report because of the financial support that the NCHCA provides in way of a \$500 check to Mark and Jamie Schulz to help cover some of the costs incurred. It is appreciated.

Submitted by: Jamie Schulz