

EANS Newsletter

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Report from the EANS President On Attendance at the International Association of Fairs & Exhibitions Convention in Las Vegas

We have all heard the term, location, location, location, and how the right location impacts on business and “fairs”. I had the great opportunity to attend the International Association of Fairs and Exhibitions annual general meeting in Las Vegas, Nevada, along with five thousand delegates and sponsors in early December. Las Vegas is well known as a destination for those seeking their luck with games of chance, but it is also a hot spot for conventions, shopping and is the entertainment capital of the world. Over 43 million people go through the Vegas airport (wow!) what a place indeed; and what a conference! The usual AGM agenda is similar to ours but about 1000 times greater in content. There were high-level speakers of many fields and issues such as E-coli, recycling, food service, facility usage, promotions, agriculture awareness, ethics, even



Jeff and the Missus - Pat at the IAFE Convention, Las Vegas

producing your own electricity, were just a few of the round table breakout sessions held. E-coli was a topic on everyone's mind at several U. S. A. State fairs. There were serious outbreaks that had a ripple effect at other fairs where attendance rates were lower and concerns about liability insurance. I certainly came home knowing that we all have to be more diligent in this important area or we could experience similar situations at our exhibitions. Speaking about E-coli and animals, I was proud to see that the Americans had to bring in a Canadian to speak about animal identification systems (Hoorah for Canada).

The IAFE trade show is one of the biggest shows one will ever see with hundreds upon hundreds of booths filled with entertainment agents, clowns, racing pigs, carnival companies, and a new type of bedding for animals (sawdust is history). You name it, it was on display. My desire or hope is to do a small slide presentation and try to relay a bit more on my venture to Vegas at the EANS annual meeting. I hope you and your families have a wonderful Christmas season and will see you all in Halifax for an eventful AGM at the Westin Nova Scotian Hotel on January 27 and January 28, 2006.

Consumer Protection at Fairs & Exhibitions Enteric Pathogens (E-Coli)

From notes of a presentation at the CAFÉ Convention, November 2/05 - by Dr. Stephen Neel.

The presence of e-coli bacteria live primarily in animals and can be passed to humans by food, water and touching hands on a contaminated product. Some of the ways in which the bacteria is transmitted is by a person's hands, animal feces, environmental surfaces and airborne distribution. There are always concerns about an outbreak and the negative aspects about an outbreak at exhibitions include decline in attendance, loss of business, higher insurance and some far reaching impacts such as decline in agriculture opportunities.

Some ways to avoid the contamination are composting barn waste and improved septic systems together with cleanliness practices in barns and stables. Of the number of illnesses occurring at fairs and exhibitions in the United States, 97 % occurred from food or water and 3 % from animal waste. An assessment of infested animals at fairs in the United States revealed that 12.6 % came from cattle, 7.1 % from flies, 5.2 % from sheep, 3.6 % from swine and 2.8 % from goats. It was found that these were infested and not infected, so it was difficult to determine the presence of the bacteria. The infection can occur from a low dose and the pathogen can survive outside the host for a long time, such as one instance where the presence was detected in dry manure for 8 to 12 months.

The pathogenic infection in humans indicates a toxin infection and destruction of red blood cells which can be fatal in most cases. About .08 % of the population in the United States suffer from e-coli infection resulting in 73,000 deaths annually compared to .04 % or

1,400,000 deaths from salmonella. The infection usually at fairs and exhibitions occurs when:

- Failure to warn public of hazards
- Failure to provide adequate ventilation
- Failure to sanitize walkways and railings
- Failure to prevent food consumption near animal exhibits
- Failure to provide hand washing areas
- Failure to test or screen animals to determine whether they are infected
- Failure to prevent visitors from entering stall areas and touching animals
- Failure to adequately clean animal stalls

There are ways to defend against infection by developing a plan of action and documenting known procedures identifying methods to prevent the infection in the first place. Separating animals from the visitors and prompt cleaning of stall areas are measures to ensure a degree of immunity and hand washing facilities are a must where the visitor touches an animal. When washing hands, it is essential to rub vigorously for at least 20 seconds as this is the most effective way to ensure cleansing through friction process.

The first step in developing an action plan is to first develop a plan layout of the buildings that house the animals and then to commence a design framework to ensure separation of the animals from the public and sanitary measures in barns and stables.

Investment in Canadian Communities Through Canadian Fairs & Exhibitions

Submission to the Pre-Budget Consultations of the Standing Committee on Finance.

The Canadian Association of Fairs & Exhibitions (CAFÉ) recently submitted a brief to the House of Commons Finance Committee as part of the pre-budget consultations for the next federal budget. The brief proposes that the Federal Government in partnership with Provincial and Territorial Governments and industry develop a \$ 100,000,000.00 per year for 4 years “Canadian Fairs and Exhibitions Infrastructure Program “to revitalize Canada’s fairs and exhibitions physical infrastructures.

As an example of a small fair and exhibition, on a National scale, to show the economic and business benefits, the Annapolis Valley Exhibition in Nova Scotia was chosen as a exhibition activity in this Province. With an operating budget of \$ 265,000.00, about 90 % goes back into the local community for labour, supplies and services. The

economic spin-off can exceed \$ 1,000,000.00 annually and the benefits to the community far exceed the benefit to the exhibition.

The fairs and exhibition volunteers and staff are an invaluable asset. The entire community benefits from their efforts. The fair and exhibition is the focal point of community spirit and pride and has helped bring, in some cases, an international profile to many rural communities. There is no other industry in the Canadian society that strengthens the community as the identification of agriculture as seen at the fairs and exhibitions across the country.

The emergence of a Federal election could delay the consideration of this brief but the proposal has been presented as part of the process for the pre-budget consultations.

The Christmas Season Is Here

From Glen E. Jefferson – EANS Executive Director

The year 2005 is drawing to a close and another year has seen a mixed situation in entertainment for visitors and weather conditions. The weather does not always cooperate for visitor attendance but it is not possible to re-schedule the events based on weather, we must take what we get and grin and bear it. Since joining the Exhibitions Association of Nova Scotia in February 2005, I am still on a learning curve of only a few short months, at least, that is how it seems. I visited the South Shore Exhibition in Bridgewater and the Nova Scotia Provincial Exhibition in Truro and regret not having more time to travel to other locations. Perhaps I can make a point to increase my visits to other locations in the coming year. I especially wish to thank those that made valuable contributions to this newsletter over this year and hope others will contribute articles in the coming year to keep the publication going.



One thing I have learned about the fairs and exhibitions is the dedication of the many volunteers who work very hard to make a success of each event and create an awareness for agriculture in the Province of Nova Scotia. In maintaining the EANS website I have received many enquiries about the various events and a significant interest in the activities at all fairs and exhibitions. The enquiries came from locations both within and outside the Province which indicates the varied interest in the fairs and exhibitions and especially the agricultural content. Thank you for your patience and support over the year.

Wishing you a very happy Christmas and a very prosperous New Year

EANS Annual General Meeting

The annual general meeting of the Exhibitions Association of Nova Scotia will be held on Friday, January 27 and Saturday, January 28, 2006, at the Westin Nova Scotian Hotel, 1181 Hollis Street, Halifax, N.S. All reservations should be made by **December 21st** to ensure that your room is booked for the meeting. The special room rate is \$99.00 per day; refer to EANS when booking to get the special rate. The telephone number for the hotel is (902)421-1000 or the toll free number is 1-877-993-7846. Participants are reminded to book early.

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<http://www.eans.ca>

About the EANS

The Exhibition Association of Nova Scotia is a non-profit organization that showcases the agriculture of the Province and relates the urban and rural communities through knowledge and awareness of farm activities while providing entertainment, community attraction for tourists and economic benefits for the Province of Nova Scotia.

Funding and services provided by the Province of Nova Scotia through the Department of Agriculture and Fisheries, is greatly appreciated and adds support to the fairs and exhibitions in various parts of the Province from June to October each year.

The EANS Newsletter is published quarterly, relating events of the Nova Scotia Fairs & Exhibitions. Your contributions to the Newsletter would be appreciated. Please send all relevant material to:

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