



Paige Williamson  
Little Miss



Greenlee McKenna  
Junior Miss



Kaley Smith  
Queen



Ashlyn Buck  
Princess

# The 90th Annual North Carolina

# Strawberry Festival

Chadbourn, N.C.  
April 29 — May 6, 2023

A publication of  
**The News Reporter**

# 90th North Carolina Strawberry Festival opening ceremonies

Opening ceremonies for the 90th N.C. Strawberry Festival will be held Tuesday, May 2, at the N.C. Strawberry Festival event field located behind Hardee's in Chadbourn. This year's event will begin at 5 p.m. with a chicken bog plate sale. Each plate is \$8 with all proceeds benefiting the North Carolina Strawberry Festival.

We will have outside tables and chairs for your dining pleasure, or plates may be carried out. Plate sales will continue throughout the evening until every last drop of this Southern delicacy has been consumed. Strawberry shortcake may be purchased throughout the evening.

Stick around for an evening of great food and even better music. Taking the stage first at 6 p.m. will be local musician Carl Brunson. Blackwater Band, one of the Carolina's No. 1 beach bands, featuring beach, pop, rock & roll, classics and soul, will finish the evening.

Throughout the evening tickets will be sold for a 50/50 raffle. Ticket sales will continue until 9 p.m. at which time the winning ticket will be drawn. You must be present to win.

Bleachers are provided; however, if you prefer you may bring a lawn chair.

Come join us and dance the night away at the 90th N.C. Strawberry Festival.

Other special guests throughout the festival will include Parade Marshall G.W. Stanley, Miss N.C. Karolyn Martin and Miss Chadbourn 1949 Rose Abolila Crawford.

We hope to see you Tuesday, May 2.

## The N.C. Strawberry Festival



The N.C. Strawberry Festival proudly presents "Flimsy" the Clown. Flimsy has been a main attraction at the Columbus County Fair for more than 30 years. He features carnival games with prizes, as well as a dynamite stage show. Flimsy is a tremendous favorite with both children and adults. You will be amazed at his humor and antics. Flimsy will be at the "Strawberry Jam," which will be held Saturday, April 29, at the Strawberry Event Field located behind Hardee's on N. Brown Street in Chadbourn. For more information on the "Strawberry Jam" call 910-840-1447.

## New to the festival youth event 'Strawberry Jam'

A new addition for this year will include a youth oriented event called "Strawberry Jam." It will be held Saturday, April 29, from 11 a.m. to 3 p.m. Kids will be able to meet Flimsy the Clown and enjoy carnival games, a dunking booth, community interaction, food and drinks and entertainment.

Located at the Strawberry Festival Grounds, this event will have free admission for everyone.



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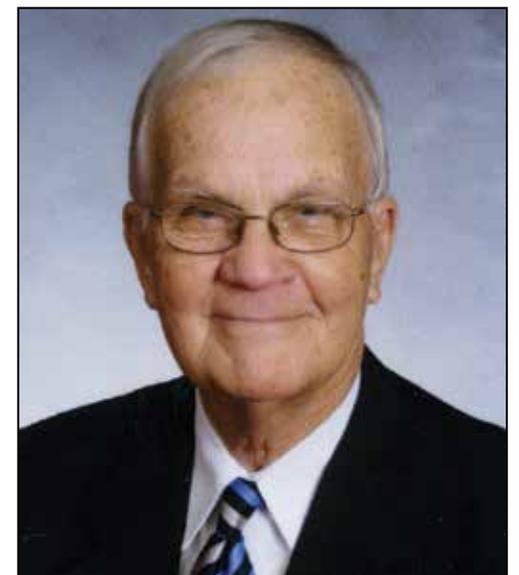
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everyone to the 90th Chadbourn Strawberry Festival. We invite you to visit any Hills Food Store for super low food prices during your visit.



# Welcome To Chadbourn!

We hope you enjoy our annual



## A Message from the Mayor . . .

Welcome to the 90th Annual North Carolina Strawberry Festival, the oldest agricultural event in the state.

The Town of Chadbourn is proud to carry on a tradition that began when the strawberry was king and more strawberries were shipped from Chadbourn than from anywhere else in the world. This year, the Strawberry Festival promises to be one of the biggest and best celebrations ever!

We are glad that you are here to enjoy all of the festivities with us. Enjoy your stay, and we hope to see you again soon.



Sincerely,  
*Phillip C. Britt*, Mayor  
Town of Chadbourn



### COUNCIL MEMBERS:

**James A. Green, Mayor Pro-Tempore, Shannon M. Britt, Colene Kelly Faulk,  
Rashad J. Roberts, Antonio D. Ashley**  
Interim Town Manager: Patricia Garrell

# TOWN OF CHADBOURN

# Schedule of Events for the 90th Annual N.C. Strawberry Festival



## Saturday, April 29

11 a.m.-3 p.m. Strawberry Jam (youth event). Strawberry Event Field (beside Food Lion).

6:30 p.m.-until. N.C. Strawberry Festival Scholarship Pageant Auditorium at Southeastern Community College. \$10 per person.



## Sunday, April 30

3 p.m.-until. N.C. Strawberry Festival Scholarship Youth Pageant Auditorium at Southeastern Community College. \$10 per person.

## Tuesday, May 2

5-10 p.m. Opening Ceremonies for the 90th North Carolina Strawberry Festival at the Main Stage at Strawberry Event Field.

5-8 p.m. Chicken Bog Fundraiser in Strawberry Event Field (behind Hardee's). Tickets in advance \$8 per plate.

6-7 p.m. Free pre-concert with Carl Brunson.

7-10 p.m. Free concert with Blackwater Band.

## Thursday, May 4

Noon. National Day of Prayer at the Chadbourn/Klondyke Fire Department gazebo at the intersection of East 1st Avenue and Wilson Street.

## Friday, May 5

6-9 p.m. Evening of Strawberry Encounters at Chadbourn Pentecostal Holiness Church Family Life Center, 518 N. Elm St. Tickets purchased in advance at United Bank, Worthington Funeral Home and online on the website. \$30 per person.

## Saturday, May 6

7:30-9 a.m. Registration for professional arts, crafts and food court. Strawberry Event field.

7:30-9:30 a.m. Strawberry Quality Contest entries. Chadbourn Pentecostal Holiness Church Family Life Center.

8:30-10 a.m. Entries for Food Products Contests. Chadbourn Library.

9 a.m.-until. The Racing Brotherhood Foundation Car Show registration. Chadbourn Family Practice down to Town Hall.

9:30 a.m.-until. Professional

arts, crafts and food court. Event field behind Hardee's.

10 a.m.-1 p.m. The Racing Brotherhood Foundation Car Show. Chadbourn Family Practice down to Town Hall.

10-11 a.m. Judging for Food Products Contest. Chadbourn Library.

10:30 a.m.-until. Entertainment/Variety Show. Strawberry Event Field Main Stage.

11 a.m. Viewing for Food Products Contest. Chadbourn Library.

11a.m.-12 p.m. Strawberry Luncheon. Chadbourn Pentecostal Holiness Church Family Life Center, 518 N. Elm St.

12-1:30 p.m. Auction of Strawberry Quality Contest entries. Chadbourn Pentecostal Holiness Church Family Life Center, 518 N. Elm St. \$30 per person.

1 p.m. The Racing Brotherhood Foundation Car Show Awards. Chadbourn Family Practice down to Town Hall.



2 p.m. North Carolina Strawberry Festival Parade. The parade will feature floats, marching bands, clowns, beauty queens, dignitaries and more.

5 p.m. Strawberry Spitting Contest. Strawberry Event Field Main Stage.



## Welcome to Chadbourn's

# 2023

# Strawberry Festival



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## G.W. Stanley named Parade Marshal

The North Carolina Strawberry Festival at Chadbourn is proud to announce that Mr. G.W. Stanley will serve as our 90th parade marshal. Mr. Stanley has served the Great State of North Carolina for a total of 46 years. Eighteen and one-half of those years was with the N.C. Department of Agriculture. His last assignment was Assistant Director of Marketing, where he supervised over 26 marketing specialists.



**G.W. Stanley**

Stanley's uniqueness in creating marketing tools has been overwhelming and successful in an attempt to heighten awareness for buying local and home-grown products. His most well-known accomplishments are the Got to Be NC vehicles: the Big Cart, RV, Jeep Sport, Jeep Wrangler and F-650 Big Truck, all of which were wrapped and sponsored vehicles that traveled the state promoting NC Agriculture.

Last year, Stanley retired from his long career of advocating for NC's agriculture and now manages his farm land with his wife, Renay; four children; and four grandchildren.

Stanley has been a huge asset to our festival over the years, and because of his involvement to help our community grow, we honor him as our special guest and parade marshal this year.

For more information and contacts, visit [www.ncstrawberryfestival.com](http://www.ncstrawberryfestival.com).

## Strawberry guide dedicated to memory of Hilda Bullard

For 90 years, The North Carolina Strawberry Festival has embraced its mission to bring together a community tethered to a small red berry. It is nothing more than love and pride that fuels the volunteers to work tirelessly prior to the big day. At this time, we would like to remember an unforgettable volunteer, Hilda Bullard, who passed away on June 20, 2022.

Hilda held a 40-year career in Chadbourn, serving the community through the banking industry even after her retirement. She was recognized for the "Above and Beyond" award from the Columbus County ECA, where she served as treasurer. She was a vital part of the town of Chadbourn, serving on the board of the Garden Club, Chadbourn Revitalization, and Chamber of Commerce.



**Hilda Bullard**

The N.C. Strawberry Festival Association was lucky to have Hilda volunteering for over 40 years. She served the board, acting as secretary and treasurer for many of those years. We would like to dedicate the 90th Annual North Carolina Strawberry Festival Guide to Hilda Bullard and her unwavering dedication to the festival.

### "Welcome To Our Strawberry Festival"



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## Welcome to the N.C. Strawberry Festival



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# Baby Miss Contestants



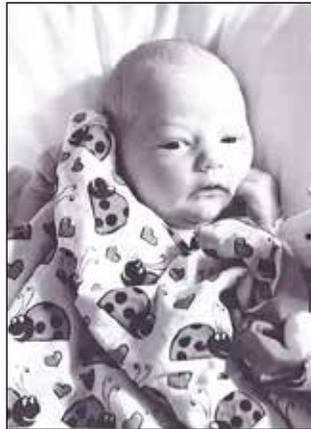
**Stormi Scott**

**Parents:**  
Kiara Aguirre and  
Houston Scott



**Salaia Godwin**

**Parents:**  
Mia Quarles and  
William Godwin



**Ember Ward**

**Parents:**  
Heather Smith and  
Matthew Ward



**Oaklynn Wiggins**

**Parents:**  
Kelby Batten and  
William Wiggins



**Audyn Creech**

**Parents:**  
Cece Creech and  
Antoine Freeman



**Lilliam Bowen**

**Parents:**  
Katelyn and Chase  
Bowen

## Baby Master Contestant



**Jaxson Ray**

**Parents:**  
Johnathan Ray and  
Cassie Britt

## Little Miss Contestants



**Aniyah Hill**

**Parents:**  
Jennifer and  
Robert Hill



**Timber Hobbs**

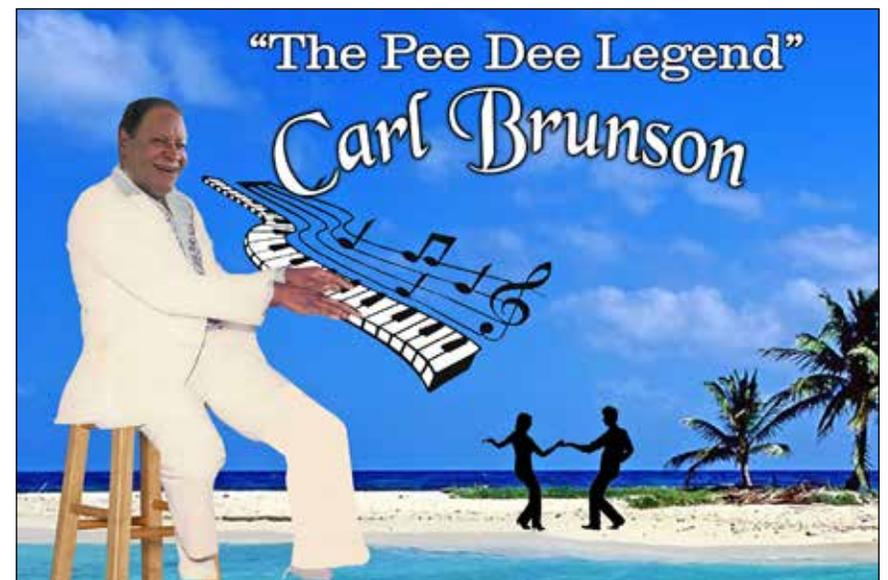
**Parents:**  
Daniel and  
Peggy Hobbs

## Scholarship pageant set at Southeastern

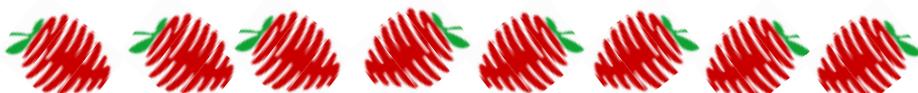
The North Carolina Strawberry Festival Scholarship Pageant will be held Saturday, April 29, at 6:30 p.m. at Southeastern Community College.

The youth pageant will be held at 3 p.m. Sunday, April 30, at Southeastern Community College.

The divisions are: Queen, Princess, Junior Miss, Little Miss, Mrs., Mr., Tiny Miss and Tiny Master, Wee Miss and Wee Master and Baby Miss and Baby Master.



Carl Brunson, The One Man Band, known as the "Pee Dee Legend," will perform prior to The BlackWater Band Tuesday, May 2, at the N.C. Strawberry Festival. Carl has been entertaining audiences for more than 50 years, opening for major acts such as The Spinners, Percy Sledge and many others. Carl performs everything from Motown and R&B, to oldies from all generations.



# Wee Miss Contestants



**Adalyn Lanehart**

**Parents:**  
Ricky and Madison Lanehart



**Matilda Hobbs**

**Parents:**  
Tom and Ashley Hobbs



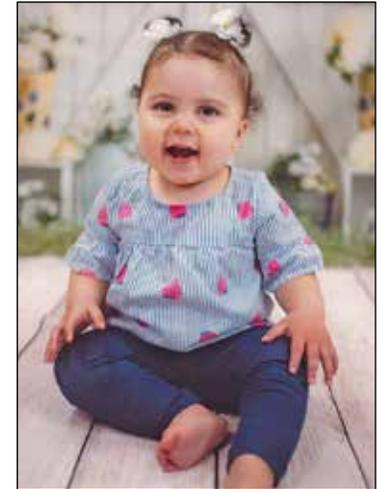
**Ava Bryant**

**Parents:**  
Tommy Bryant  
and Alexandria Small



**Katie Blackwell**

**Parents:**  
Brooks and  
Katlyn Blackwell



**Olivia Hill**

**Parents:**  
Jennifer and Robert Hill

**Not pictured**  
**Carly Jackson**  
  
**Parent:**  
**Rachael Jackson-Housand**



# Tiny Miss Contestants



**Carley Stewart**

**Parents:**  
Mark and Patricia  
Stewart



**Journiee Hunt**

**Parents:**  
Brock and  
Heather Hunt

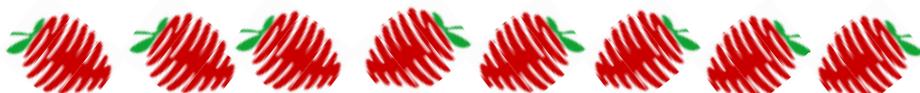


**Paisley Locklear**

**Parent:**  
Andrea Locklear

Have a great time at the 90th Strawberry Festival!

**Barbara Featherson**  
County Commissioner, District 1



# Queen Contestants

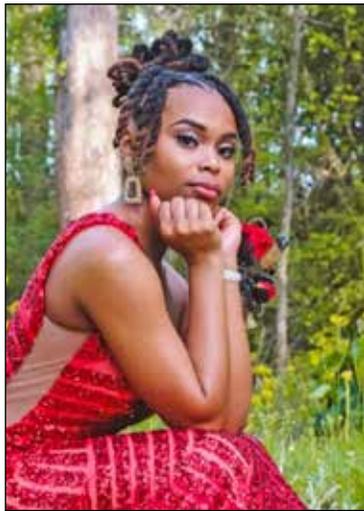
# Princess Contestant

# Junior Miss Contestants



Carly Sanderson

Parents:  
Kirby  
and Patricia Sanderson



Jasiyah Brown

Parents:  
Laketia Gause  
and Clayton Brown



Mia Soles

Parent:  
Sarah Ritenour



Spencer Soles

Parents:  
Shannon and Pam Soles



Tieran Fritze

Parents:  
Joshua and  
Sara Brooke Fritze

# Mrs. Contestant Mr. Contestant



April Tedder

Husband:  
Richmond  
Tedder



Tyler Grainger

Parents:  
Lori  
and Larry  
Grainger



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Enjoy the 90th Strawberry Festival



One of the most requested Carolina Beach Music bands in the entire Southeastern United States, The BlackWater Band, will be performing at the opening ceremonies of the 90th Annual N.C. Strawberry Festival. Opening ceremonies will be held Tuesday, May 2, at the Strawberry Event Field, located directly behind Hardee's on N. Brown Street in Chadbourne. Chicken bog plates will be available from 5 p.m.-until. Take out or dine on premises, tables provided. Live entertainment begins at 6 p.m. Admission is free. For more information call 910-840-1447.



**Karolyn Martin**  
Miss North Carolina 2022

*Guest of Honor Karolyn Martin  
coming to Strawberry Festival*

The North Carolina Strawberry Festival at Chadbourn is proud to announce that Miss North Carolina, Karolyn Martin, will be recognized as our special guest.

As a military child, Karolyn has lived all across the country, but North Carolina has always been home. In fact, out of the 12 schools she attended in her travels, three of them were located in the Old North State. While she did not grow up competing in the Miss America Organization, Karolyn has always sought a way to be of influence and service to others.

As a child and teen, she struggled with her body image. As an athlete, she learned the importance of nutrition and wellness. As a titleholder, she has turned this story into impact. Karolyn's social impact initiative, #SelfKare: Eat to Success, aims to teach the community to eat in a way that fuels our minds and bodies to success while taking the focus off of weight and Appearance.

She began her Miss America Organization journey in 2019 and won the job of Miss

North Carolina 2022 on June 25, 2022. Since 2019, she has spoken to over 5,000 students about the importance of positive wellness, partnered with the United States Department of Agriculture, and published her cookbook *The Self Kare Kitchen: Dorm Meals for the Healthy College Student*.

Karolyn is grateful for the opportunities the organization has afforded her, including the \$30,000 of scholarships she has earned, allowing her to pay off her student loans in full at the age of 22!

Karolyn Martin is a Magna Cum Laude graduate of Appalachian State University's Honors College in Boone. In the future, she plans to pursue her J.D. and work as a lawyer in business, patents and intellectual property, helping women pursue their entrepreneurial goals.

Karolyn is a member of Alpha Kappa Alpha Sorority, Inc. When she isn't wearing the crown, she enjoys reading romance novels, listening to podcasts, or watching a Broadway show.

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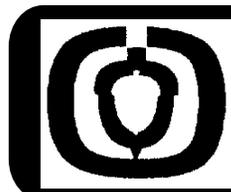
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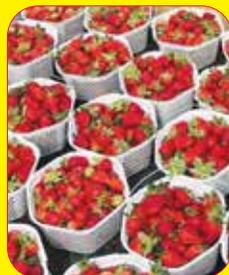
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Strawberry Festival!*



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*During the festival, come find us by the stage for your strawberries!*



## 90th North Carolina Strawberry Festival Dignitaries and Strawberry Quality Contest

This year's Luncheon and Strawberry Quality Auction at the 90th North Carolina Strawberry Festival will prove to be one of the best. We will be auctioning the sweetest, the most delicious and aromatic fruit of all, strawberries, grown by area growers.

Berries from a 50 mile radius of Chadbourn, grown by over 12 area growers, will be judged and auctioned during the luncheon. This exciting auction in the past has provided flats of berries that have sold for over \$2,000. You must be on hand to experience the excitement of the auction and the pride of the growers as they present to us their best.

This year's program will also include an appearance by Miss North Carolina, Karolyn Martin. During the luncheon she will speak about her platform and provide entertainment. Karolyn will assist in the auction to sell the first place flat of berries. This always proves to be a most entertaining part of the festivities.

We are very proud to announce that this year's Parade Marshall and Keynote Speaker is G.W. Stanley.

The luncheon will be held at the Chadbourn Pentecostal Holiness Church Family Life Center, 518 N. Elm St., Chadbourn. The price for attending is \$30 and you may download the luncheon invitation at [www.ncstrawberryfestival.com](http://www.ncstrawberryfestival.com) or contact Hannah Hazel at Worthington Funeral Home at 910-654-3518. Due to the high demand for this event, ticket availability is limited.

Come join us at the 90th N.C. Strawberry Festival Luncheon starting at 11 and take part in the many events going on around town on Saturday, May 6.

## Scene of Strawberry Encounters

"The Strawberry Encounters" will be held Friday, May 5, from 6-9 p.m. at Chadbourn Pentecostal Holiness Church Family Life Center, 518 N. Elm St. The price for attending is \$30 and you may download the luncheon invitation at [www.ncstrawberryfestival.com](http://www.ncstrawberryfestival.com). Tickets include a steak dinner and fellowship. There are two sponsorship opportunities, \$100 to include one admission ticket and \$150 to include two admission tickets.



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## Strawberry Spittin' Contest



The N.C. Strawberry Festival will have its Strawberry Spittin' Contest Saturday, May 6, at the Strawberry Festival event stage at 4:15 p.m. 1st place in the youth category pays \$25. 1st place in the adult category pays \$50.

Welcome to the 90th Annual Strawberry Festival

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Supported by the N.C. Department of Health and Human Services, Division of Mental Health, Developmental Disabilities and Substance Abuse Services, with funding from the Substance Abuse and Mental Health Services Administration, Opium STRC/Case class 6 #11P10000237 and SP# 608 #11U10002001.

# Chadbourn ECA is ready for festival foods contest

Members of the Chadbourn Extension and Association are getting ready for the annual Strawberry Food Products Contest, which will be held Saturday, May 6, at the Chadbourn Methodist Church.

Barbara Larrimore, the committee chair for the contest, is leading the organizational effort.

Entries will be accepted at the church from 8:30-10 a.m. on Saturday and must be ready to display before they are registered. Participants will not be allowed at the display tables.

Recipes are to be written or typed on 5x8 index cards and left with the strawberry dish. Judging will occur from 10-11 a.m. The food exhibits will be reopened for public viewing at 11 a.m. and will remain on display until participants pick up their entries by 2 p.m.

The contest is designed to promote the use of the strawberry as a nutritious and palatable product and the contest is designed so that a person of any age or sex may enter. Novice and experienced cooks have enjoyed presenting both traditional and innovative recipes, and over the years the cooks have enjoyed receiving acclaim for the efforts.

Three cash prizes, \$15 blue ribbon, \$10 red ribbon and \$5 white ribbon, will be offered in both the adult and youth (kindergarten through high school senior) divisions.

Qualified judges from a wide geographical area will judge the entries. They include retired extension home agents and school cafeteria personnel.

The N.C. Strawberry Foods Contest has been one of the highlights of the festival for many years, and members of the Chadbourn Extension and Community Association pride themselves in sponsoring the event.

Following are the contest rules:

1. The contest will be divided into two divisions: A. Adult B. Youth (first grade through high school senior).

2. Dishes will be judged in five categories in each division. Only one entry from an individual in each category.

A. Appetizers. (Includes breakfast foods, breads, uncooked and cooked processed syrups, preserves, sauces, jelly and jam.) Note: Two individual servings of each recipe will be accepted by the Strawberry Food Products Committee.

B. Cakes. (One-fourth of a cake is acceptable or a whole cake may be entered.) No slices or squares accepted.

C. Pastries, Pies and Tarts. (Pastries: two individual servings of each recipe are acceptable. Pies: an eight-inch pie is acceptable.)

D. Salads and Other Desserts. (Includes all types of gelatin dishes, ice cream, etc. Two

individual servings are acceptable.)

E. Low Calorie or Sugar Free.

The food exhibit will be closed to the public during judging and will reopen at 11 a.m., remaining open until 2 p.m.

Prizes will consist of cash awards (\$15 and blue ribbon for first place); (\$10 and red ribbon for second place); (\$5 and white ribbon for third place in each of the categories).

Participants will be responsible for collecting their dishes and prizes at 2 p.m. on contest day.

No entries will be sold or sampled by the public.

Recipes are to be written on 5x8 inch index cards and left with the strawberry dish. The correct ingredients and method for preparing should be listed. The recipes become the property of the Chadbourn Extension and Community Association.

Entries will be received between 8:30 a.m. until 10 a.m. Judging to take place from 10-11 a.m.

Call Barbara Larrimore at 910-654-4540 for more information on the contest.



## Strawberry dirt pudding

Oreo cookies  
1 box white chocolate  
pudding

8 oz. Cool Whip  
Strawberries  
1 T. confectioners sugar

Put some oreos in blender till they are crumbs. Make pudding according to directions on box. Once pudding has set, combine with cool whip and powdered sugar. Chop up fresh strawberries. Layer ingredients -- first cookie crumbs, pudding mixture and then strawberries. Continue layering, topping with cookie crumbs. This dish can be as big as you want it to be.

### ~ Welcome To Chadbourn ~ & the 90th Annual Strawberry Festival

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## Chicken bog to benefit N.C. Strawberry Festival

Proceeds from the chicken bog meal at the event field behind Hardee's in Chadbourn will benefit the N.C. Strawberry Festival. Plates will be served Tuesday, May 2, beginning at 5 p.m. and will be \$8 each. There will be outside tables and chairs for your dining pleasure or plates may be carried out.





The Podiac Jack Band will perform at The 90th Annual N.C. Strawberry Festival on the Strawberry Festival stage Saturday, May 6, at 2:30 p.m. The group's members consist of Craig Peacock, Matt Dudley and Richmond Tedder. Peacock and Tedder were previously members of the band "Honey Don't," which also featured Don (Donnie) Peacock Jr. "Honey Don't" performed several times at The Strawberry Festival as well as many other venues in both North and South Carolina. The name Podiac Jack was created by Craig as a tribute to his brother Donnie who passed away in January of 2022. Craig explained "Since Donnie was a Podiatrist I created the name Podiac Jack as a tribute to him." The band features all types of music but specializes in oldies from the '50s, '60s and '70s.

*Have a Great Time at the Festival!*  
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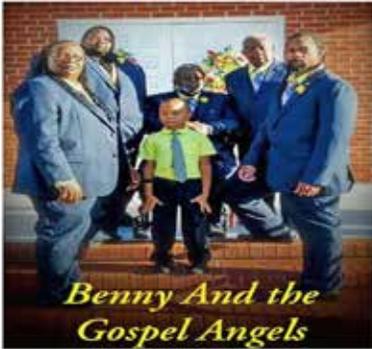
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*The N.C. Strawberry Festival*  
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*"A Morning of Gospel Music"*  
 Featuring



*Benny And the Gospel Angels*  
 Also featuring

**"The Dirt Road Band"**

On April 24, WVOE Radio celebrated its 61st anniversary. The celebration will continue at The N.C. Strawberry Festival stage Saturday, May 6, at 11 a.m with "A Morning of Gospel Music," featuring Benny and the Gospel Angels and The Dirt Road Band. WVOE made history when it began broadcasting April 24, 1962, as being one of only a handful of all-Black owned and operated radio stations in the United States. Make plans to attend this celebration of gospel music as the 90th Annual N.C. Strawberry Festival.

*N.C. Strawberry Reigning Royalty*



Arayah Campbell  
 Wee Miss



Hazelynn Priest  
 Baby Miss



Anthony Butler  
 Mr.



Ansleigh Lee  
 Tiny Miss

*The Randy Pinyon Band*



Chadbourn's own "Randy Pinyon Band" will return to The N.C. Strawberry Festival stage Saturday, May 6, following the 90th Annual Strawberry Festival parade. Members of the group are Randy Pinyon, lead vocals and lead guitar; Matthew Pinyon, drums; and Tony Connor on bass guitar. The group plays Southern rock, oldies and country.

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# Strawberry culture and the Strawberry Festival

Strawberry culture began in Chadbourn in 1895. The first planting of strawberries failed, but the next year six and three-quarters acres of berries were planted. The grower sold berries for a total value of \$5,562.

In 1897, 632 quart crates of berries were shipped from Chadbourn, and the following year 6,000 crates were shipped, a phenomenal increase of a thousand percent!

The growth of the industry

continued, and in 1907, the peak year of the movement, 347,000 32-quart crates were shipped and Chadbourn became the Klondyke Strawberry Capital of the World.

In 1907, the largest one-day shipment of strawberries was made. A hundred and eighty railroad box carloads – 36,000 crates or 1,152,000 quarts of strawberries – all of which had been harvested between sunrise and sunset, was moved by rail

from Chadbourn to points all over the country.

The industry continued to thrive and produce income for growers. Eventually it also provided entertainment. In the early 1930s, the American Legion decided to sponsor a dance for the purpose of raising funds for the building they were constructing. This was the first Strawberry Festival Dance.

The dance was a great success, and the Legion adopted it

as an annual event. In the years of the 1930s they brought to town the big name bands of the era: Tommy Dorsey, Guy Lombardo and many others. One area resident remembers that the night Guy Lombardo played, the dance floor overflowed and 1,000 spectators watched and listened to the music.

Another resident remembers a Strawberry Festival that lasted all week. Dances were held every night, and the week was climaxed with the big dance featuring a nationally-famous band.

The American Legion passed sponsorship of the dance on to other groups and clubs. For a number of years, the Chadbourn Civitan Club was the force behind the festival dance.

In recent years, the N.C. Strawberry Festival has sponsored a parade of admirable proportions for a small rural town. Cooking contests, beauty contests, homemade strawberry shortcake and many other events now contribute to a great Strawberry Festival.



The “heydays” of strawberries in Chadbourn



Growers and laborers load strawberries onto refrigerated boxcars in this early 1900s photograph of the large Chadbourn market. Each car held 200-225 crates - packed 32 quarts to the crate.



Chadbourn was a major U.S. strawberry market.

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# Welcome to the 90th Annual NORTH CAROLINA STRAWBERRY FESTIVAL at Chadbourn



**Jennifer Caines**

2023 NC  
Strawberry Festival  
President

“The greatness of a culture can be found in its festivals” ~ Siddharth Katragadha

Chadbourn waits (not so patiently) every year to celebrate a red berry that became the center of a movement. In 1895, no one could have imagined that 128 years later, we would be honoring a crop failure. It was that failure that led to the discovery of a hybrid berry named the Klondyke, a strawberry that eventually caused this tiny town to become a major attraction. This berry became so fruitful in its production that it needed icebox cars running day and night and 15,000 workers picking, packaging and loading. Can you imagine a time when Chadbourn was ‘the Strawberry Capital of the World?’

It is my hope that fellow festival goers will be able to experience just a tiny bit of the magic The N.C. Strawberry Festival Association tries to create each year. It is nothing more than love and pride that fuels the volunteers to work tirelessly for several months prior. Our events begin in April, but on the first Saturday in May, our parade will happen for the 90th time. Ninety years of celebrations! This says something spectacular about Chadbourn and its people. I am proud to be leading this year’s festivities, although I cannot take full credit for any of it. Many of the things that happen during this time are done by people you may never see. I, as well as all the festival visitors, thank them tremendously for their passion and commitment.

Over the years, one particular contributor has stood out, and The N.C. Strawberry Festival would like to recognize him as our 90th Parade Marshal. Mr. G.W. Stanley served the great state of North Carolina for 46 years but recently retired. The last 18 and a half years was with the N.C. Department of Agriculture, where his focus was on local and homegrown produce. Mr. Stanley has been a major asset to the festival, and we will miss his contributions to N.C., Chadbourn and The N.C. Strawberry Festival.

Thank you for choosing to spend your time with us, and we hope you enjoy the 90th North Carolina Strawberry Festival at Chadbourn!

**Jennifer Caines**  
President, The 90th NC Strawberry Festival

