

The 89th Annual North Carolina

Chadbourn, N.C.

April 30 - May 7, 2022

Strawberry Festival

A publication of
The News Reporter



89th North Carolina Strawberry Festival opening ceremonies

Opening ceremonies for the 89th N.C. Strawberry Festival will be held Thursday, May 5, at the N.C. Strawberry Festival event field located behind Hardees in Chadbourn. This year's event will begin at 5 p.m. with a chicken bog plate sale. Each plate is \$7 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. At 5 p.m., Dustin Chapman and Ryleigh Madison, will take the stage and entertain us with music of all types. Immediately following our ears will feast upon one of the Carolina's #1 beach bands, Gary Lowder and Smokin' Hot Band: featuring beach, rhythm & blues, funk, reggae, jazz standards, country, classics and soul.

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 89th N.C. Strawberry Festival.

We hope to see you Thursday, May 5.

Friends of the Festival 'Strawberry Wine Social'

The first event is going to be the Friends of the Festival "Strawberry Wine Social." This is on April 30 at Brown Street Station in Chadbourn. This is a drop in event starting at 5 p.m. and running until 9 p.m. Our goal was to have a fundraising event that allowed our community to get together in a casual, relaxed atmosphere and just enjoy each other's fellowship! This is something that is desperately needed after our two-year halt due to COVID-19.

To kick off the evening, singer, songwriter, musician and talented artist Stan James Gregory will be entertaining us with his outgoing

personality and amazing vocal and musical abilities covering everything from Blues, Jazz, R&B/Soul, Country and Rock. Stan takes special requests and will be sure to keep you moving on the dance floor.

Included in your ticket price will be a sampling of five of Lu Mil Vineyard's best selling wines. Following your sampling, we will be offering wine sales by the glass. There will also be non alcoholic ciders and water available. There will be a beautiful charcuterie spread and strawberry desserts readily available for your enjoyment. We will have a silent auction featur-

ing goods and services from businesses from across the area. Before you leave, don't forget to capture the memories of the night in the strawberry themed "Selfie Area."

The tickets are \$30 per person. We have multiple ways to purchase tickets this year. For cash or checks call 910-770-2748 or 910-840-0088 or to pay by credit card you can go to the ncstrawberryfestival.com site and click on "tickets." We also have the QR code link.

Come out and enjoy the fellowship with your community while supporting those beautiful berries and the 89th anniversary of the oldest agriculture festival in the state.



Singer, songwriter, musician and talented artist Stan James Gregory will entertain at the Strawberry Wine Social Saturday, April 30, in Chadbourn.

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Welcome To Chadbourn!

We hope you enjoy our annual



A Message from the Mayor . . .

Welcome to the 89th 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

Interim Town Manager: Patricia E. Garrell

TOWN OF CHADBOURN

Schedule of Events for the 89th Annual N.C. Strawberry Festival



**Monday, April 25 -
Saturday, April 30**

Official Proclamation: "N.C. Strawberry Festival Clean Up Week"

Saturday, April 30

5-9 p.m. Strawberry Wine Social at Brown Street Station. Entertainment provided by Stan James Gregory. \$30 per person.



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

Sunday, May 1

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

Thursday, May 5

Noon. National Day of Prayer hosted by Timothy Lance at the gazebo at the intersection of East 1st Avenue and Wilson Street.

5 p.m. Chicken Bog Fund-raiser in Strawberry Events Field (behind Hardee's). Tickets in advance \$7 per plate.

5-6 p.m. Opening Ceremonies for the 89th North Carolina Strawberry Festival at the Main Stage at Strawberry Events Field.

Free concert with American Idol's Dustin Chapman and

Ryleigh Madison.

Free concert with Main Band, Gary Lowder and Smokin' Hot.

Friday, May 6

7:30 a.m. Workers Appreciation Banquet sponsored by BEMC held at Williamson's Barbecue in Chadbourn. Entertainment by GLAD Trio.

6-9 p.m. Evening of Strawberry Encounters at Chadbourn Pentecostal Holiness Church 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 7

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

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

8:30-10 a.m. Entries for Food Products Contests. Chadbourn Methodist Church Fellowship

Hall. Howard Street and 2nd Avenue, Chadbourn.

9:30 a.m.-until. Professional Arts and Crafts and Food Court. Event field behind Hardee's.

10 a.m.-until. R&D Amusements at the event field.

10 a.m.-3 p.m. The Racing Brotherhood Foundation Car Show. Call Mike Neff at 704-787-0036 for registration information. (Location of car show is parking lots in front of Southeast Storage, Pedal Pushers Antiques and all the way down to the corner of Brown and 6th Ave.)

10:30 a.m.-noon Judging for Food Products Contest. Chadbourn Methodist Church Fellowship Hall.

10:45 a.m.-1 p.m. Strawberry Luncheon and Auction of Strawberry Quality Contest entries. Chadbourn Pentecostal Holiness Church Life Center, 518 N. Elm St. \$30 per person.

Noon-2 p.m. Viewing for Food Products Contest Chadbourn Methodist Church Fellowship Hall.

2 p.m. North Carolina Strawberry Festival Parade.



Immediately following parade:

N.C. Strawberry Festival Entertainment and variety show. Main stage in Strawberry Event Field.

7:30 p.m. Michael Winslow Comedy Show. Brown Street Station, Brown Street, Chadbourn. Rated PG-13. Tickets sold in advance. \$25 per person or \$150



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2022 Strawberry Festival



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CHADBOURN**



Honeycutt Produce named Grand Marshal

The 89th North Carolina Strawberry Festival President Shannon Britt announced this year's Grand Marshal.

In the early 1900's, Chadbourn was nicknamed "The Sunny South Colony." The main crop in Chadbourn was the strawberry. Although there are plenty of strawberries around during the annual festival, there are not nearly as many (hundreds of train loads) as there were back then. Chadbourn was dubbed "The Strawberry Capital of the World." The Strawberry Festival has been the largest agricultural festival in North Carolina for 89 years now. In 1946, 14 years after the very first Strawberry Festival was held, J.H. Honeycutt & Sons began with a father and his sons delivering produce from a pickup truck.

As demand for fruits and vegetables increased in Chadbourn, including strawberries, John Henry Honeycutt, Sr., built a small building for the business next to his home – on the same land their facility sits today. His sons-built homes for themselves on the same block, and soon that area of Holland Street in Chadbourn was referred to as "Honeycutt Hill."

For many years after John Sr. passed, his sons continued buying and delivering produce, and by 1980, the third generation – John III (Johnny) and Phil – became part-owners alongside their father, John Jr. They adapted to industry demand over

the next decade and began focusing on foodservice customers. When John Jr. retired in 1995, his two sons became co-owners of the family business; a business that had grown far beyond local produce delivery by pickup truck.

Since 1990, they've expanded their radius from 50 miles to roughly 200 miles, serving the areas of North Carolina, South Carolina, and Virginia. J.H. Honeycutt & Sons has grown their customer base from predominantly grocery stores to large food service institutions, including many national chains. To continue this momentum, they've added facilities, equipment,

vehicles, and staff to exponentially increase their capacity to serve. After all, good service is doing more than the customer expects.

They are now a fourth-generation family business, as Johnny's daughter, Teresa, and son, Jonathan, lead the operations and sales teams.

In the spirit and vision of J.H. Honeycutt & Sons, good service is doing more than the customer expects. The 89th North Carolina Strawberry Festival wants to give back to our very own by honoring and celebrating the huge accomplishments and support for over 75 years to the North Carolina Strawberry Festival by naming Honeycutt Produce as the 2022 Grand Marshal.



Dustin Chapman and Ryleigh Madison performing May 5

From 5 p.m. to kick off at the 89th North Carolina Strawberry Festival event field (Located next to Food Lion)

Dustin Chapman, 24, and Ryleigh Madison, 16, are an uncle-niece musical duo from Whiteville. Two young singers with older souls incorporate traditional and contemporary country, gospel, and blues into their sound, which has helped them create an instant identity among listeners. Using their talents to uplift others, these two travel all around the Carolinas, singing at some of the most significant events, including the Carolina Country Music Festival and the Carolina Country Music Awards.

Chapman is an established singer/songwriter and is the reigning Carolina Country Music Awards "Entertainer of the Year." Moreover, Chapman has been awarded several songwriting awards from the World Songwriting Awards and the International Singer-Songwriters Association Awards, including the 2020 Male Single of the Year for his song "Plus One."

The Catawba College graduate was selected to be a contestant on this past season of American Idol, where he made it to Hollywood Week.

Ryleigh has wowed many with her powerful vocals and the distinctive way she fully connects to each lyric in a song, making each person believe what she is singing. The South Columbus High School sophomore was also a featured contestant on the historic 20th season of American Idol currently airing on ABC Network.

The upcoming country singers have received significant attention lately, being featured on CMT Network's Website, country radio nationwide and traveling all around the east coast for performances.



Welcome to the N.C. Strawberry Festival



Chadbourn has been our home since 1946, and we look forward to the Strawberry Festival each year!

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Scholarship pageant set at Southeastern

After two long years of a wait and surviving a pandemic, we are so excited to announce... on the evening of Saturday, April 30, The North Carolina Strawberry Festival Scholarship Pageant will return.

Come and join us at 6:30 p.m., at Southeastern Community College where the Little Miss, Junior Miss, Princess and Queen will compete for the beloved berry title.

Following on Sunday at 3 p.m. will be the first ever Baby Miss, Wee Miss and Tiny Miss divisions competition in their very own day of fun, fellowship and pageantry.

Come out Saturday and Sunday at Southeastern Community College for a weekend of "Strawberry Smiles and Berry Beauties."

Baby Miss Contestants



Hazelynn Grace Priest

Parents:
Benjamin and Madison Priest



Raylynn Marie Hope Duncan

Parent:
Hannah Piver



Aubree Latron Small

Parents:
Earker Norton and Jason Small



Adaline McKenna

Parents:
Diantha and Sean McKenna

STRAWBERRY FESTIVAL SPECIAL GUEST

MICHAEL WINSLOW

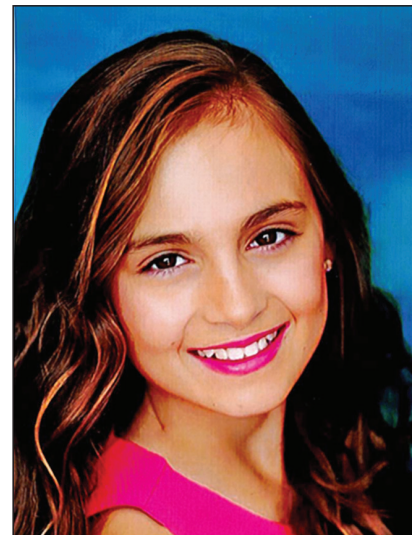
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Junior Miss Contestants



Greenlee McKenna

Parents:
Diantha and Sean McKenna



Olivia Harrelson

Parent:
Tiffaneigh Armakovitch



Tiny Miss Contestants



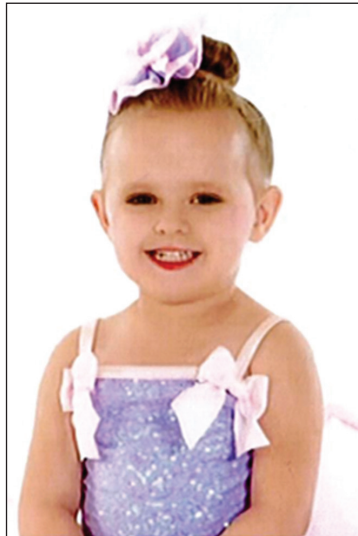
Ansleigh Lee

Parent:
Teeya Lee



**Emory Rose Hollenbeck
Bennett**

Parents:
Chelsea Hollenbeck and
Austin Bennett



Mallory Grace Strickland

Parents:
Gina and Zach Foose
and Brian Clark



Georgia Rose Matheson

Parents:
Crystal and George
Matheson



Marleigh Grayce Moore

Parents:
Tyler and Caroline
Moore

Princess Contestants



Jasiyah Sincere Brown

Parent:
Lakeita Gause




Ashlyn Elizabeth Buck

Parents:
Anthony and Theresa
Buck



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Strawberry Festival**

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New Patients and Walk-ins Welcomed

Queen Contestant

Little Miss Contestant

Wee Miss Contestants



Kaley Smith

Parent:
Heather King



Paige Marie Williamson

Parents:
Cassie Britt and
the late Brian Williamson



Hadley Rynn Cox

Parents:
Ryan and Shauna
Cox



Arayah Campbell

Parents:
Savannah Floyd and
Levon Campbell



Emmie Grace Long

Parents:
Nathan and Courtney
Long

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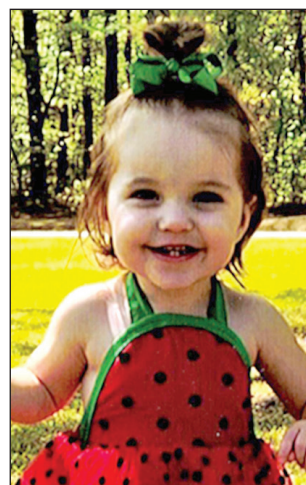


Johnny Whitehead

Sylvia Whitehead

910-641-2938 or 910-625-5765

Enjoy the 89th Strawberry Festival



Olivia Michelle Inman

Parent:
Catie McNeil



Addisyn Rayne Powell

Parents:
Antonio Powell and
Zari Jones



Payton Nicole Fowler

Parent:
Stacy Fowler





Kenzie Hansley
Ultimate International Miss 2022

Guest of Honor Kenzie Hansley coming to Strawberry Festival

Kenzie Hansley was born and raised in Topsail Island and is your reigning Ultimate International Miss 2022. She is 23-years-old and graduated Cum Laude at High Point University and she is a recent graduate of The University of North Carolina at Wilmington with her Masters in Integrated Marketing Communication.

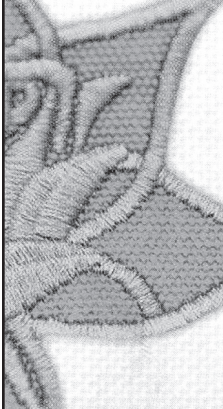
Currently, Kenzie works as a recently promoted Marketing Director out of Charlotte. Kenzie has been involved in pageantry since the age of 10 and has held five state titles including Miss North Carolina's Outstanding Teen and Miss North Carolina Teen USA.

She is passionate about her personal platform Build a Better You, where she travels to schools all across the East Coast sharing her personal experience of being cyberbullied and finding her own self-worth while also teaching the importance of goal setting and a positive mindset.

Attending the Strawberry Festival as a Guest of Honor is a full-circle moment for this North Carolina native. She can remember attending the Strawberry Festival as a young girl and even participating in the parades, being a part of such a historical festival is one of her biggest dreams!



Gary Lowder & SMOKIN' HOTare known as a Soul, R&B party band based out of North Myrtle Beach, S.C. Their musical repertoire covers decades of hits from your favorite artists and genres of music including soul, rhythm & blues, funk, reggae, jazz standards, country, 50s, 60s and Carolina Beach music. In addition of performing some the most current hits that are topping the charts today, the group has had many successful chart topping hits on local radio and internet stations across North and South Carolina, Virginia, Georgia and Florida. Gary Lowder & SMOKIN' HOT.....are comprised of multi-talented musicians who have come together to produce incredible performances.



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





Scene of Strawberry Encounters

"The Strawberry Encounters" will be held Friday, May 6, 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 or contact Densil Worthington at 910-640-7084. Due to the high demand for this event, ticket availability is limited. Tickets must be purchased in advance and are available at United Bank or Worthington Funeral Home.

89th North Carolina Strawberry Festival Dignitaries and Strawberry Quality Contest

This year's Luncheon and Strawberry Quality Auction at the 89th 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 \$2,400. 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 Ultimate International Kenzie Hansley. During the luncheon she will speak about her platform. Kenzie 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 Phil Honeycutt.

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 or contact Densil Worthington at 910-640-7084. Due to the high demand for this event: ticket availability is limited.

Come join us at the 89th N.C. Strawberry Festival Luncheon starting at 11 a.m. and take part in the many events going on around town on Saturday, May 7.

**Welcome Back
NC Strawberry
Festival!**

Congrats on
89 Years!


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Strawberry Spittin' Contest



The N.C. Strawberry Festival will have its Strawberry Spittin' Contest 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.

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Strawberry Festival

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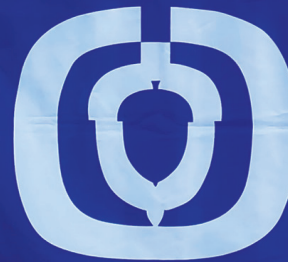


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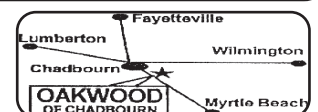
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Chadbourn ECA is ready for festival foods contest

Members of the Chadbourn Extension and Association are getting ready for the annual Strawberry Food Products Contest, which will be held Saturday, May 7 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 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 Deserts. (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.



Barbara B. Larrimore Chadbourn ECA and Rebecca Yates, 96, members for more than 70 years.

R&D Amusements bringing rides to 89th Strawberry Festival

R&D Amusements will be bringing carnival rides to the 89th N.C. Strawberry Festival.

R&D Amusements will op-

erate rides on the event field beside Food Lion Saturday, May 7 from 5-9 p.m. The event field is located at 811 N. Brown St., Chadbourn.



Sparkling strawberry wine

4 quarts strawberries
crushed/drained
2 cups sugar

1 cup water
2 tablespoons lemon juice
1 cup Wild Strawberry
Liqueur

Mix. Let stand in refrigerator and serve. This recipe may be doubled or tripled to your liking.

CERRO GORDO



CERRO GORDO, NC

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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 Thursday, May 5 beginning at 5 p.m. and will be \$7 each. There will be outside tables and chairs for your dining pleasure or plates may be carried out.





Randy Pinyan will perform on the Strawberry Festival event stage at the 89th N.C. Strawberry Festival May 7 at 5 p.m. Randy is an extremely talented performer and we are very fortunate to have him join us at this years festival.

Have a Great Time at the Festival!

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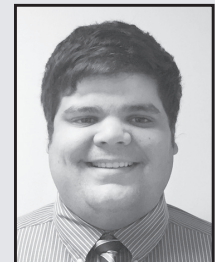
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Time honored tradition of bountiful food, unique crafts and games at the 89th North Carolina Strawberry Festival

Vendors from across the area will provide a great variety of food and crafts for the enjoyment of everyone attending this year's festival. Approximately 40 vendors will exhibit various items in a flea market atmosphere. These items will include candles, jewelry, handcrafted woodwork, crafted glassware and art.

Types of food that can be enjoyed this year will consist of Mediterranean style, blooming onions, funnel cakes, pizza, subs, BBQ or just good old fashioned hot dogs or hamburgers.

For the children we have Midway provided by R&D Amusements, coming to the festival on Friday.

These events will be located at the Vendor Field near the Food Lion Shopping Center. Come out and enjoy a complete day of fun and relaxation as we celebrate the 89th Annual North Carolina Strawberry Festival.

Be on the lookout for new events like the Friends of the Festival "Strawberry Wine Social" fundraiser at the beautiful, newly opened Brown Street Station and returning events like the 1st Annual Racing Brotherhood Foundation Strawberry Car Show.

We will be having our chicken bog fundraiser featuring local entertainers Dustin Chapman and Ryleigh Madison and dancing the night away with Gary Lowder and Smokin' Hot. And we can't forget the Strawberry Encounters, the Dignitaries Luncheon, food vendors, craft vendors, live entertainment, carnival rides and so much more! And The Strawberry Parade just speaks for itself!

We are the home of North Carolina's oldest agriculture festival.



Little Charleston, a seven piece band from Georgetown S.C., will perform at the N.C. Strawberry Festival Saturday, May 7 at the Strawberry Festival event stage at 3 p.m. The group plays a wide variety of music ranging from Motown, Beach, 60s & 70s, Oldies to Classic Country.

Congratulations on the 2022 Strawberry Festival



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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 1900's 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.



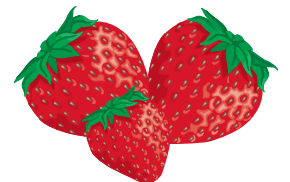
Directions to Chadbourn: We are located at the corner of N.C. Hwy. 410 and N.C. Hwy. 74. It is 54 miles west of Wilmington on 74/76 and 30 minutes east of Hwy. 95 at Lumberton. The festival itself is located at the corner of 410 and 74 as well. Otherwise known as Strawberry Blvd. and Brown Street. You will see a Hardee's and a Food Lion.

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Facts About Chadbourn, NC



Chadbourn, NC is located at the intersection of US Highway 74/76 and Highway 410. It is approximately 54 miles west of Wilmington, NC. Only 10 miles from the SC state line, Chadbourn is about a 50 minute drive to World Famous Myrtle Beach.

In the early 1900's, Chadbourn was nicknamed "The Sunny South Colony". The main crop in Chadbourn was Strawberries. Although there are plenty of strawberries around during the annual festival, there are not nearly as many (hundreds of train loads) as there were back then. Chadbourn was dubbed "The Strawberry Capitol of the World". The Strawberry Festival has been the largest agricultural festival in the state for many years now.

Chadbourn is the boyhood home of Broadway and Film star, Ben Vereen. He still has family who reside in Chadbourn. Chadbourn's current population is approximately 2000, with half living in the city limits and half living outside the city limits.

Chadbourn's nickname is "Chadbourn Beach". (The closest beach is actually 45 miles away).

Each year, The NC Strawberry Festival draws about 10,000 participants from all over the country.

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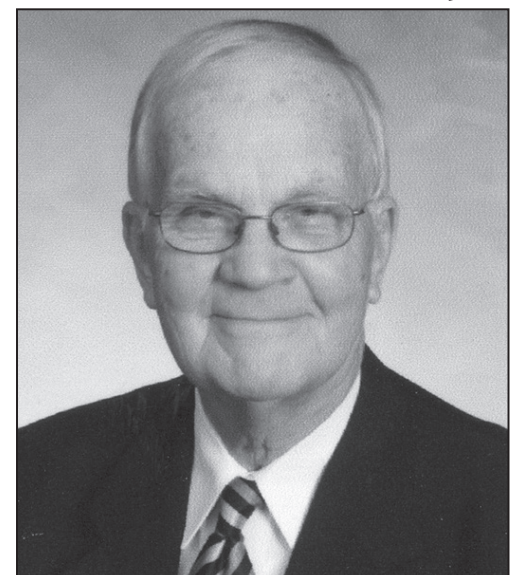
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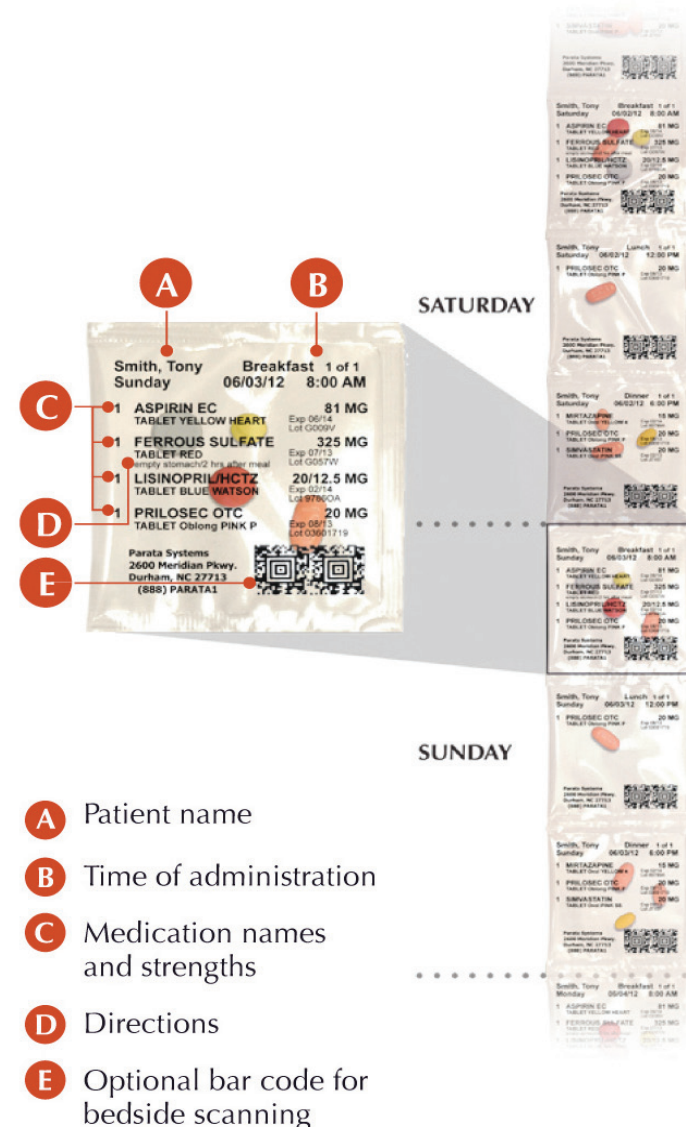


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Welcome to the 89th Annual
NORTH CAROLINA
STRAWBERRY FESTIVAL
at Chadbourn



Shannon Britt

*2022 NC
Strawberry Festival
President*

As the President of the 89th NC Strawberry Festival it gives me great pleasure to officially welcome y'all back to the Strawberry festivities!

The history of our festival runs deep in our state. We are the oldest, longest running agricultural festival in NC!

I am so humbled and grateful to have been given the opportunity to work with such a creative and giving group of volunteers. The festival is "Reviving" this year after a two year hiatus because of all the hard work and visions of our community and those volunteers! We have used this opportunity to rest, brainstorm and rethink the future of our festival.

Throughout the past 89 years we have seen hard times and even though the last two years have been particularly trying, we are truly blessed beyond measure. We have all felt the effects of economic struggles, worked through dealing with the grief of so many losses and stepped up to meet the demands of an ever changing society. That all being said, in the best and worst of times the NC Strawberry Festival has always provided its citizens and visitors a place to have fun with their families and fellowship with their friends and neighbors..and not to mention all while celebrating our beautiful, red to the center, sweet berries! This is what we as a festival are most proud of.

In continuing the legacy of the festival we felt it necessary to evolve adding new events like the Strawberry Wine Social, bringing the Car Show back and also boldly stepping into the 21st century by adding online payment options. But we also wanted to make sure we honored the hard work of all those before us by supporting long standing events like the Food Products Contest.

We invite everyone young and old, local or visitor to come to Chadbourn and celebrate with us!

We literally have something for everyone. Come kick the festivities off with us on April 30th with the wine social, help us observe the National Day of Prayer on May 5th and then enjoy home cooked chicken bog at the Strawberry Event Field while being entertained by Dustin Chapman, Ryleigh Madison and Gary Lowder and Smokin Hot. It doesn't stop there. Friday night come on over to experience an evening of Strawberry Encounters.

Then comes the big day! Bright and early on Saturday morning the food and craft vendors are set up and ready, the Racing Brotherhood will be bringing in the cars for the show and the Dignitaries Luncheon will be in full swing. All these events leading up to the main attraction.. The 89th NC Strawberry Festival Parade! Our parade is rumored to be one of the biggest and best around!

Don't take my word for it. We invite, welcome and encourage you all to come and see for yourselves why we are so proud of our Town of Chadbourn and The 89th NC Strawberry Festival!

Thank you all for the love and support!

Shannon Britt
President, The 89th NC Strawberry Festival