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## **The Farmstead Looks Forward to New Location**

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After 22 seasons of getting Idahoans lost, The Farmstead Corn Maze and Pumpkin Festival has found its way home to **2500 South Eagle Road, Kuna**. The 178-acre farm location offers a rural setting, room to grow, and the opportunity for long-term improvements that will enhance visitors' experiences.

Since its inception as Idaho's Original Corn Maze in 1997, The Farmstead has operated at four different locations on future development land in southern Meridian, most recently at the corner of I-84 and Eagle Road. High visibility locations have helped transform The Farmstead from a grass-roots novelty corn maze to a reliable tradition, but those same locations have also left visitors exposed to increasing congestion and development pressure even as they seek an authentic Idaho agritourism experience. At more than triple the size, the Kuna farm offers room to grow and a rural destination consistent with the farm-centered experience which is a hallmark of the Farmstead experience.

The Farmstead is owned by Jim and Hillary Lowe of Kuna and serves as a diversified part of their farm business. As a college student studying Agri-business, Jim saw that starting a farm from scratch would require diversification and niche markets. The Lowes scrimped by with inexpensive equipment on leased land to overcome the major barriers to starting a farm. Working together with their three children, Brooklyn, Max, and Blake, the Lowes grew their farm production alongside the Farmstead agritourism until they were able to buy land in the Kuna area. Although The Farmstead has grown to a sizable operation now requiring a team of managers and more than 200 seasonal employees, it still retains its "bootstrap" DNA as a family business hatched from the ground up. This move of The Farmstead from leased land to an owned farm is the realization of decades worth of dreams for the Lowe family and their team.

Visitors to The Farmstead will continue to find the unique brand of good farming fun they've come to expect from Idaho's most celebrated fall season attraction. The MAiZE, featured regularly on local and national media, will continue to be an anchor attraction along with a robust pumpkin patch growing more than 40 varieties in all shapes and sizes. The move to Kuna, however, is also a rebirth and introduces a world of opportunity for the future of The Farmstead. Additional acreage will allow for proper crop rotations, room to add attractions, and space to accommodate increased attendance. Land ownership will allow facility improvements in years to come. Longevity at the farm will open the door to new creative ways of "*Farming Fun and Harvesting Memories.*"

The added value of the new location starts now with the introduction of a VIP booklet for loyal customers. Season Pass holders will receive a package of free and discounted admissions, food, and attractions to use throughout the fall 2019 season. The annual Season Pass Sale is on now for a limited time at [FarmsteadFestival.com](http://FarmsteadFestival.com).