



Contact: Hillary Lowe
208-921-1741
maize@farmsteadfestival.com

FAMOUS POTATOES at The FARMSTEAD

Idaho's Famous Crop meets Idaho's Famous Cornfield

Meridian, ID—SEPT, 2018—Idahoans will soon be getting lost and finding fun amidst the eyes of Idaho's most famous crop carved into the ears of Idaho's most famous cornfield. The Farmstead, home of Idaho's original corn maze, opens its 22nd annual cornfield creation later this month featuring a twist on an Idaho icon: Famous Potatoes.

Research shows that Idaho is known better for potatoes than any other state is known for anything, a quirky claim to fame that leads to a *mishmash* of eye-rolling and home state pride among natives and transplants alike. Love it or hate it, there is no denying that the fame of Idaho's favorite tuber is fertile ground for The Farmstead's own brand of homegrown fun. Perhaps the unlikely rise to fame of a very plain-natured, humble spud is just the kind of cinderella story that can *a-peel* to Idahoans. After all, the success of the famous potato parallels fame recently showered on the Treasure Valley as the ordinary Idaho way of life has been spotlighted by a proliferation of "best of" lists, famously attracting record numbers to the area. Even The Farmstead has had its own glimpse of fame as its small potatoes brand of local, homegrown fun has garnered local and national media attention from the likes of Time Magazine, USA Today, CNN, and The Tonight Show.

The Farmstead, located at I-84 and Eagle Road in Meridian, stands out as the last remaining farm field in the area. Part of the family farming operation of Jim and Hillary Lowe, the corn produced by at The Farmstead combines with production from other fields on the farm to supply feed for local dairies. After a full year of ordinary farming activity, the focus changes entirely to "Farming Fun and Harvesting Memories" for six short weeks before the corn is harvested and the process starts all over.

In addition to the MAiZE, Farmstead visitors enjoy bushels of good farming fun such as Corn Popper air pillows, the Famous Idaho Potato Sack Slide, and Apple Blasters as well as mainstays like hayrides, pumpkin picking, and marshmallow roasting. Savvy patrons plan their visits to include Dog Day, Touch-A-Tractor, or Friday Night Fireworks. Notable to passersby is "Rusty the VBB" (very big beast) that crouches near I-84 during the season, beckoning guests to venture through his imposing teeth and explore the belly of the beast. Rounding out the experience is a wide menu of farm fresh foods, only to be topped off by... an ice cream potato.

The Farmstead will be open to the public September 21 – November 3, Monday – Thursday from 4-9 pm and Friday – Saturday 10 am – 11 pm. It is closed Sundays. The Farmstead is located at 1020 South Rackham Way, near I-84 at the Eagle Road exit. For more information, call 208-922-LOST (5678) or visit www.FarmsteadFestival.com.