

FY 2014

\$43,571 to Hayden Flour Mills, Tempe, AZ, to establish a farmers' market agritourism enterprise in Queen Creek, AZ.

**Final Report**

**Farmers Market Promotion Program (FMPP)  
Final Performance Report**

<b>Report Date Range:</b>	September 30, 2014 – September 29, 2016 Final Report
<b>Authorized Representative Name:</b>	Jeffrey Zimmerman
<b>Authorized Representative Phone:</b>	480-242-9002
<b>Authorized Representative Email:</b>	Jeff.zimmerman@haydenflourmills.com
<b>Recipient Organization Name:</b>	Hayden Flour Mills
<b>Project Title as Stated on Grant Agreement:</b>	Market expansion for the Arizona Heritage Grain Collaborative farmers through the Hayden Flour Mills at Sossaman Farms agritourism startup.
<b>Grant Agreement Number:</b>	14-FMPPX-AZ-0010
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	Queen Creek, AZ
<b>Total Awarded Budget:</b>	\$43,571

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

Same Authorized Representative listed above (check if applicable).

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1. Objective - To establish a farmers' market agritourism enterprise in Queen Creek, AZ.
  - i. Establish the brand Hayden Flour Mills at Sossaman Farms as the source of locally grown ancient and heritage grain products processed by traditional methods and sold direct to the consumer.
    - a. Branded 16 grain products. Created a unified look and feel across the product line and all marketing materials. Maintained the message of ancient and heritage grains, traditional methods and sold direct from the farm/mill.
    - b. Feedback from customers allowed us to extend our products to include complete mixes (just add water) and crackers.
    - c. An unintended consequence is that our products were picked up for national distribution. Once the branding, bar codes, nutrition panels and other regulatory packaging requirements were met, it was easy to extend to other markets.
  - ii. Communicate the startup of the venue and position it as part of the Queen Creek agritourism experience.
    - a. Became part of the "Agritourism Experience" through the Visit Mesa initiative. Rather than run our own campaign, we joined up with Visit Mesa which is funded through a Hotel bed tax and has the resources to do many things to promote Agritourism, such as hosting site visits by reporters/bloggers, media outreach and social marketing.
    - b. See End of Year Media Report for summary.
  - iii. Furnish the farmer's market to give consumers the experience of milling and Arizona agriculture.
    - a. Completed furnishing the market space of the mill facility for retail space and gathering.
    - b. The mill space is now used for classes, tours, and dinners.
  - iv. Compile the results and findings and communicate through a publication and presentation to other grain movements around the country.
    - a. Presented progress and key learnings at Rocky Mountain Seed Alliance Grain School, January 2015, and through panel discussions and interaction with fellow farmers/millers/bakers at the Grain Convening, March 2016.
  
2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date. Include further explanation if necessary.
  - i. Number of direct jobs created: 2
  - ii. Number of jobs retained: 3
  - iii. Number of indirect jobs created: 0
  - iv. Number of markets expanded: 1
  - v. Number of new markets established: 2
  - vi. Market sales increased by \$50,000 and increased by 25%.
  - vii. Number of farmers/producers that have benefited from the project:
    - a. Percent Increase: -30%. The facility that processed our grain went out of business and several farms stopped growing grain. We will have a new processing facility June 2017.

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? Yes. If so, how? We introduced a new product in collaboration with one of the refugee farmers from the International Rescuer Committee (IRC). The launch of Hamdi Freekeh was well received, however the product was discontinued when it did not meet the standards of the ethnic community that it represented.
4. Discuss your community partnerships.
  - i. Who are your community partners? Edible Phoenix, Visit Mesa, Arizona Tourism Bureau, Queen Creek Economic Development Council.
  - ii. How have they contributed to the overall results of the FMPP project? These partners increased the visibility of the business in the community, region, and nationally.
  - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant? Their involvement in promoting Agritourism will continue. Promoting Agritourism is now embedded in the Town of Queen Creek strategic plan.
5. Are you using contractors to conduct the work? No
6. Have you publicized any results yet?
  - i. If yes, how did you publicize the results? Grain Convening, Rocky Mountain Seed Alliance Grain School and ten private consultations with other millers that visited our facility.
  - ii. To whom did you publicize the results? Fellow farmers/millers/bakers.
  - iii. How many stakeholders (i.e. people, entities) did you reach? 80
7. Have you collected any feedback from your community and additional stakeholders about your work? No
8. Budget Summary:
  - i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Previously submitted
  - ii. Did the project generate any income? Yes
    - a. If yes, how much was generated and how was it used to further the objectives of the award? The income has been reinvested to furthers the brand and develop new crops/opportunities for farmers.
9. Lessons Learned:
  - i. Lessons learned.
    - a. The minimum run for packaging materials is 20,000 units. We learned that our printer has digital printing capabilities that allow the text of the packing to be changed during the run, so several SKUs can be printed within each production run.
    - b. Find a printer before engaging a packaging designer. The printer will do a lot of the technical design without charge. We could have saved several thousands of dollars in design charges and months of delays.

- c. We don't yet fully understand the liability insurance for Agritourism. A guide for insurance companies on how to underwrite our business could help reduce the rate otherwise the cost may be prohibitive.
  - ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
    - a. The response to our opening the market was overwhelming. The social media campaign increased our reach and penetration by 300%. We had not thought through the logistics of handling the crush of visitors at our facility while maintaining our production. We scaled back the market and made our tours by appointment only. We were able to better engage the visitors with a meaningful experience. For the 2017/2018 season we will be in our new on-farm facility which will include substantial parking, a reception area, and a procedure to experience the milling plant that complies with food safety regulations.
  - iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:
    - a. The profile of the Agritourism visitor can be much different than what is experienced in a traditional farmers market. It is great to reach people who are not traditionally part of the "food community" with the message of what we are doing.

10. Future Work:

- i. How will you continue the work of this project beyond the performance period?
  - a. It was not our intention to distribute our product nationally. However distributors and retail chains picked it up because it filled the gap for ancient and heritage grains and met their requirements for placing a retail product.
  - b. We have begun discussion with other regional grain projects to co-op our branding and leverage our relationship to get their products into distribution.
- ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?
  - a. We are building a new building to accommodate the larger number of visitors that want to participate in our agritourism experience. Over the next 3 – 5 years, the hub will expand to include all things grain – baking, brewing, distilling, pasta, tortilla, etc.

## Appendix

### Branding



### Events and tours



### Retail display



### On-site retail shop



### Farmer's market



### Mill room from viewing window





# Priceless Partnership Deliverables

## Hayden Flour Mill Destination Marketing Services

Presented by Visit Mesa

Terrie Gardner, Associate Manager, Partnership Sales, Visit Mesa  
Michelle Streeter, VP Communications & Partner Relations, VisitMesa

**About Visit Mesa:** Visit Mesa is responsible for marketing Mesa, Arizona as a leading vacation, small meeting and sports travel destination to regional and national target audiences, including travel agents and group tour operators, meeting planners, leisure visitors and media.

## Hayden Flour Mills at Sossaman Farm Account Recap

### Hayden Flour Mills at Sossaman Farm / 157948

**Status** Active

**Region** East Mesa

**Address** 22100 S. Sossaman Rd.

**City** Queen Creek

**State/Province** AZ

**Zip/Postal Code:** 85282

**Country:** UNITED STATES

**Phone:** (480) 557-0031

**Fax:**

**Tollfree:**

**Email:** info@haydenflourmills.com

**Website:** http://www.haydenflourmills.com

**Date Created:** 07/21/2015 by Terrie Gardner

**Date Last Updated:** 01/12/2016 by Ginger St. Pierre

### Listings

List As	Type	Category/SubCategory	Listing
Hayden Flour Mills at Sossaman Farm	Website	Things to Do Attractions	OUR STORY: The legend goes that in 1868, Charles Hayden was making his way up North when he was waylaid by dangerously high waters on the Salt River. While waiting for the waters to subside, he stood on top of Tempe Butte and looked out on the fertile land surrounding him, envisioning an ideal spot to establish Hayden Flour Mills.

More than 100 years later we are re-creating Mr. Hayden's vision. By growing the same heritage grains on the same land, we are bringing back a time when flour was non-hybridized, minimally processed and flavorful. THE MILL: Today we grind heritage and ancient grains on an Austrian stonemill. Each bag of flour is milled fresh by our Master Miller, Ben. All our grains are grown in Arizona on small farms. And we are working with chefs, farmers and conservationists to revive Arizona's local grain economy in the spirit of Charles Hayden and his 1874 Hayden Flour Mills.

[CLICK HERE](#) to view a video feature on MarthaStewart.com

### Articles

Article Date	Headline	Circulation	Value	Publication Name
06/01/2016	That's Agritainment!	224938		Destinations Travel Magazine
05/16/2016	Sweet Home...ARIZONA!	224938		Destinations Travel Magazine
05/12/2016	Recreation de campo	180000		
04/28/2016	3 Urban Farm Destinations that will Surprise You	500000		
04/07/2016	Fresh Foodie Trail: Mesa, AZ	12000	100	
04/01/2016	The Plot Thickens	30000	8112	
04/01/2016	See you in Phoenix	100000	8400	
04/01/2016	See you in Phoenix	145884	600	
03/01/2016	Marvelous Mesa	200000		
03/01/2016	Marvelous Mesa	20000		
02/29/2016	Can the southeast Valley become a food-tourism destination in Arizona?	2542965	584.88	AZCentral.com
02/29/2016	Pickup: Can the southeast Valley become a food-tourism destination in Arizona?	0	0	AZCentral.com
02/29/2016	Pickup: Can the southeast Valley become a food-tourism destination in Arizona?	0	0	AZCentral.com

02/29/2016	Pickup: Can the southeast Valley become a food-tourism destination in Arizona?	53739	0	AZCentral.com
02/29/2016	Pickup: Can the southeast Valley become a food-tourism destination in Arizona?	59575	0	AZCentral.com
02/29/2016	The Fresh Foodie Trail	331711	0	AZCentral.com
02/27/2016	Ripe for Foodies	261174	961	Arizona Republic
02/01/2016	Road Trippin' Along Mesa's Fresh Foodie Trail	40000	8400	Sunseeker
01/18/2016	Queen Creek Pasta Fagiole	5000		Diabetic Foodie
01/08/2016	Getaway to Mesa for Food and Fun	113000	800	Greer's OC
12/16/2015	Food, drink and passion abounds in limitless Mesa, Arizona	5000		Diabetic Foodie
11/24/2015	Digging into agritourism in Mesa, AZ	8023	336	Pax News
11/24/2015	Sip, Taste, Dine and Explore Scottsdale Arizona	80000		Elaine & Scott Harris's Vino Las Vegas
11/10/2015	Desert Foodie: Not dessert, but just as tantalizing	2500000		TravelingMom.com
09/15/2015	A Visit to Hayden Flour Mills At Sossaman Farms in Arizona	15000		The Food Hunters Guide to Cuisine
09/06/2015	A Foodies Desert Escape in Phoenix, Arizona	25000		30A Eats
09/06/2015	Pickup: A Foodies Desert Escape in Phoenix, Arizona	701525	564.73	The Daily Meal
09/01/2015	Mesa Arizona: Agritourism trail serves fresh food experiences with treasured heritage	27000	6409	Group Tour
08/26/2015	Culinary Spotlight	27000	12818	Group Tour
08/10/2015	Visit Mesa showcases foodie tourism, active travel	8023	336	Pax News
07/22/2015	My Phoenix Trip in A Nutshell #FoodiesInPhoenix	35173		Peanutbutter and Peppers
07/08/2015	Foodies in Phoenix - An Overview	39000		The Complete Savorist
07/07/2015	I Should Have Been One of the #FoodiesInPhoenix	5000		Diabetic Foodie

**Grand Total Circulation: 7,390,792      Readership: 22,172,376      Total Articles: 29      Grand Total Value: \$48,421.61**

## Benefits Summary - Website

### - Website/Things to Do/Attractions

Listing Views:	<b>491</b>
Listing Click-thrus:	<b>286</b>

This listing has been viewed **522** times since **July 21, 2015**

Total Views are **491**.

Total Clicks are **286**.

### Fams/Site Inspections

Role	Event Name	Event Start/End Dates	# of Attendees	Inspection Lead	Lead Account	Event Type	Activities
Activity Host	Indiv. FAM: Nick Bailey	May 5-8, 2016	1			Media FAM	Ancient Grains Tasting & Tour at Hayden Flour Mills
Activity Host	Individual FAM/Katie Chang	Feb 25-27, 2016	1			Media FAM	Ancient Grains at Hayden Flour Mills
Activity Host	Local Love: Fresh Foodie FAM	Apr 4-4, 2016	5			Media FAM	Ancient Grains Tasting & Tour at Hayden Flour Mills
Activity Host	Media FAM: Cameron and Jordan Martindell	Dec 7-12, 2015	2			Media FAM	Ancient Grains at Hayden Flour Mills inside Sossaman Farms
Activity Host	Media FAM: Diabetic Foodie	Dec 8-8, 2015	2			Media FAM	Hayden Flour Mill tour
Activity Host	Media FAM: Taste of Arizona	Nov 15-19, 2015	7			Media FAM	Ancient Grains Tasting & Tour at Hayden Flour Mills located at Sossaman Farms
Activity Host	Outstanding in the Field, Arizona's Harvest FAM	Oct 25-29, 2015	7			Media FAM	Ancient Grains at Hayden Flour Mills
Activity Host	Spoonful of Flavor FAM	Sep 8-9, 2015	6			Media FAM	Sneak peek at Sossaman Farms/Hayden Flour Mill

### Web Site Listing

<http://www.visitmesa.com/listing/hayden-flour-mills-at-sossaman-farm>

MEETING PLANNERS SPORTS PLANNERS TRAVEL TRADE PARTNERS MEDIA Select Language - SEARCH

 **HOTELS THINGS TO DO EVENTS RESTAURANTS CITY LIMITLESS MAP**  

f t y p i s  H 109 L 87 [DOWNLOAD APP](#) [VISITORS GUIDE](#) [TRIP PLANNING](#) [NEIGHBORHOODS](#) [BOOK HOTEL](#)

## HAYDEN FLOUR MILLS AT SOSSAMAN FARM

22100 S. Sossaman Rd.  
Queen Creek, AZ 85282  
Phone:(480) 557-0031  
[Visit Website](#)  
[E-Mail](#)



[Details/Map](#)  
[Amenities](#)

**OUR STORY:** The legend goes that in 1868, Charles Hayden was making his way up North when he was waylaid by dangerously high waters on the Salt River. While waiting for the waters to subside, he stood on top of Tempe Butte and looked out on the fertile land surrounding him, envisioning an ideal spot to establish Hayden Flour Mills.

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[CLICK HERE](#) to view a video feature on MarthaStewart.com

<http://www.visitmesa.com/things-to-do/outdoor-activities/agritourism/>

## Hayden Flour Mills at Sossaman Farm

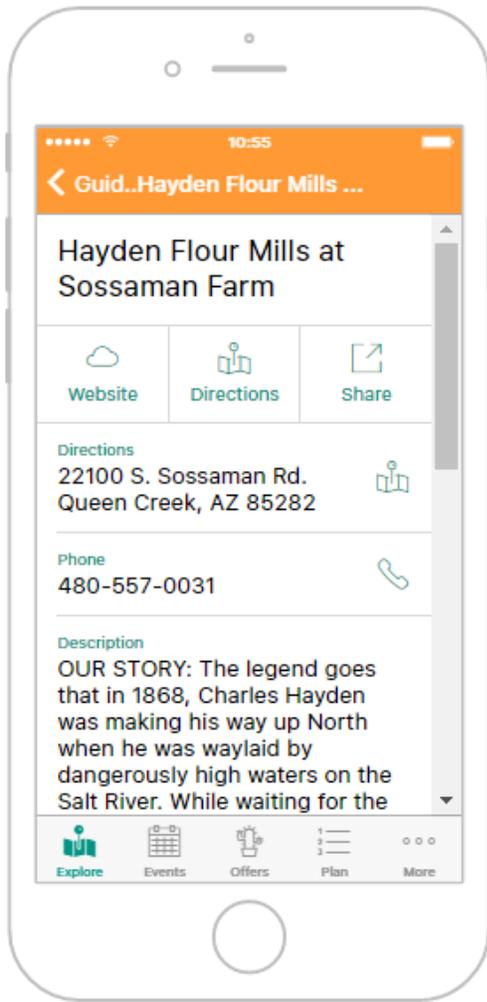
 22100 S. Sossaman Rd.  
Queen Creek, AZ 85282  
Phone: (480) 557-0031  
[Visit Website](#)



**OUR STORY:** The legend goes that in 1868, Charles Hayden was making his way up North when he was waylaid by dangerously high... [more](#)

[VIEW DETAILS](#)

Travel App Listing



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## 5 MUST-STOP PLACES ALONG THE MESA FOODIE TRAIL

Monday, February 29, 2016 8:57 AM by Guest



*Expedia.com highlighted local farms and restaurants where you can get the freshest crops and cuisine.*

In the dusty desert of the Valley of the Sun, it's striking to come across rich fields of thriving crops. Rows of greenery line the Arizona landscape, juxtaposing the dry heat and rocky horizon. In [Mesa, Arizona](#), the farming scene and its back-to-basics practices are growing in popularity, and agritourism is becoming the next big thing. Agri-what? Agritourism is a travel niche, in which visitors venture to farms to learn about agricultural techniques and processes. At Expedia.com, we're all about new travel experiences, so we were stoked to discover Mesa's Fresh Foodie Trail, an itinerary packed with local mills, marketplaces, and farm-to-fork restaurants. We rounded up some of our top picks, where you can get a behind the scenes look at the farming industry and score some just-picked produce for the ride home.

### **Everything Wheat at Hayden Flour Mills**

The original Hayden Flour Mills in Queen Creek dates back to 1868, but it has since been revived. Today, the family-run farm is getting back its roots, producing heirloom crops that are hand-cultivated and minimally processed, just like old times. Get the Grain Experience, a tour detailing the milling craft, or join one of the farm's cooking classes to learn how to whip up some wheat-inspired recipes. Before leaving, stock up on some of the mill's crops. With cornmeal, polenta, heritage pasta kits, and pastry flour galore, you'll be baking up a storm in no time.

## Social Media

### Twitter

6/29/2015

Impressions = 463



9/13/15

Impressions = 230



9/25/15

Impressions = 1,097



12/4/2015

Impressions = 1,123



Visit Mesa @VisitMesa · Dec 4

**#FollowFriday:** These locals have great gifts for **#foodies!** **@QCOliveMill**  
**@AZBreweryTours** **@TheOrangePatch**  
**@HaydenFlourMill** **@Windmill\_Winery**

1/21/16

Impressions = 383



Visit Mesa @VisitMesa · Jan 21

Learn more about **#CityLimitless** business **@HaydenFlourMill** at Sossaman Farm from this video by **@MS\_Living!**  
[ow.ly/X0EKL](http://ow.ly/X0EKL)

1/21/16

Impressions - 405



Visit Mesa @VisitMesa · Jan 21

Loving this recipe by **@diabeticFoodie** that uses local **#FreshFoodie** ingredients from **@HaydenFlourMill** & **@QCOliveMill** [ow.ly/Xi8KJ](http://ow.ly/Xi8KJ)

2/8/16

Impressions = 585



Visit Mesa @VisitMesa · Feb 8

Are you a **#freshfoodie**? Check out this Hand Shaped Pasta Class at **@HaydenFlourMill** on Feb 13! Rez. Required! [ow.ly/XASEm](http://ow.ly/XASEm)

5/8/16

Impressions: 649

 **Visit Mesa** @VisitMesa · May 8  
Love to cook? Don't miss a visit to Hayden Flour Mills at Sossaman Farm! Learn about the milling process and more:

 **Hayden Flour Mills at Sossaman Farm**  
OUR STORY: The legend goes that in 1868, Charles Hayden was making his way up North when he was waylaid by dangerously high waters on the Salt River...  
[visitmesa.com](http://visitmesa.com)

5/20/16

Impressions: 713

 **Visit Mesa** @VisitMesa · May 20  
**#FreshFoodieTrail #FF: @QCOliveMill @Schnepf\_Farms @HaydenFlourMill @TrueGardenAZ @VertuccioFarms @SuperFarm #FollowFriday**

Instagram (This is only a portion of the posts)

45 likes on 7/21/16



 **visitmesa**

30 likes 1d

visitmesa Tasting some home-milled grains at @haydenflourmills.

activemomsmagazine Nice!! ×

ktheshrubber Yum @seeittryitloveit ×

♡ Add a comment... ○○○

40 likes on 7/21/16



visitmesa  
The Cutting Board Bakery and Cafe

35 likes 2d

visitmesa Spotted at @cuttingboardcafe!  
Flour from @HaydenFlourMill definitely makes some sweet treats. #shoplocal

♡ Add a comment... ○○○

43 Likes on 7/21/16



visitmesa

43 likes 28w

visitmesa More 2016 travel resolutions here! Next up, eat local when traveling. If in #citylimitless, it's easy to do this with the #freshfoodietrail

britanninorbut Where is that? ×

visitmesa @britanninorbut it's at the @queencreekolive!!! Have you been there before? Great EVOOs, dining and shopping!

reichlyblessed @jlbearce ×

jlbearce What?! Where is this? @reichlyblessed

reichlyblessed Queen Creek Olive Mill @jlbearce

♡ Add a comment... ○○○

# Yahoo Food



# Facebook

1/22/16 – Reach = 526



3/8/16 – Reach = 591



**Visit Mesa**

Published by Dani Ganley [?] · 8 March at 11:01 ·

From Schnepf Farms and the Queen Creek Olive Mill to Hayden Flour Mills and Joe's Farm Grill, there's no shortage of places to get back to basics with and enjoy the Fresh Foodie Trail here in City Limitless! Head over to the blog for Expedia's guest post on five must-stop places!

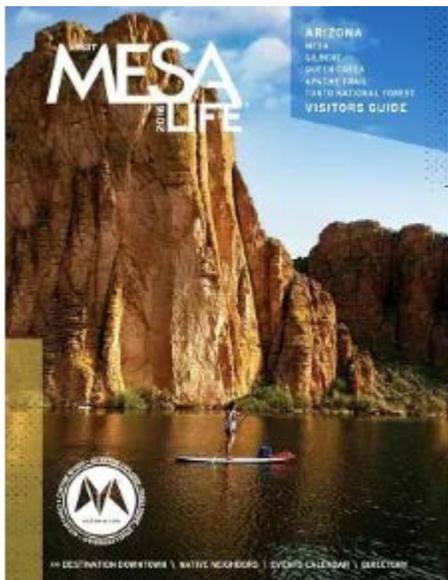


5 Must-stop Places Along the Mesa Foodie Trail



5 Must-stop Places Along the

### Visitor Guide Listing



#### **Hayden Flour Mills at Sossaman Farms**

22100 S. Sossaman Road, Queen Creek

480-557-0031

[haydenflourmills.com](http://haydenflourmills.com)

Family-owned flour mill. This showcase for flavorful grain and its importance to the American diet highlights everything from artisan breads, pasta and wheat berries to Bourbon, craft brews, grain-based oils and more. Reserve tours in advance for a personalized culinary experience featuring heirloom wheat.



# Visitor Guide Editorial

## Routes to Roots: Arizona's Fresh Foodie Trail

Plan for an unexpected culinary education and tasty treats on this 10-stop tour



**Travel through your stomach with these foodie-driven stops throughout City Limitless®. Mesa has long served as the culinary gateway to some of the top chefs tables in the Greater Phoenix area, and more and more visitors are seeking out local cuisine as part of their travel plans. The region, which includes the towns of Gilbert and Queen Creek, has ten *agritourism* attractions that make up the trail and one can find everything from peaches, olives, citrus, ice cream and even pasta during their visit. Plan ahead as many of these roadside attractions host food-focused events giving visitors even more reasons to enjoy the bounty.**

### TO MARKET, TO MARKET...

**Farm Stand & Food Trucks**  
Hours: Wednesdays, year-round, 4 PM - 9 PM  
Agritopia - Higley Rd. & Ray Rd.

**Mesa Farmer's Market**  
Hours: Fridays year-round, 9 AM - 1 PM  
Mesa City Plaza - Center & Main St.

**Gilbert Farmer's Market**  
Hours: Saturdays year-round, 8 AM - Noon  
Downtown Gilbert - Page Ave. & Ash St.

**Queen Creek Farmer's Market**  
Hours: Sundays year-round, 9 AM - 1 PM  
Queen Creek Library - Tibbatts Rd. & Occello Rd.

visitmesa.com

**The Orange Patch**  
Mesa's citrus community was recognized by *National Geographic* as one of the nation's Top Food Drives. With citrus production in full swing November through April, it's one of the most aromatic times of year. Mesa's original citrus grower, The Orange Patch, offers a delightful tasting and shopping experience on the trail. The wood-framed farm store is fully stocked with a variety of citrus unique to Arizona (ask for samples), as well as bulk snacks, treats and sweets including handmade chocolates and orange blossom honey straight from the nearby groves. Visitors are welcome to watch the picking and production process that takes place daily.

**True Garden Urban Farm**  
Get ready to go green at True Garden. This brand new 5,000-square-foot vertical urban garden offers a weekly farmers market and educational courses for visitors seeking knowledge and insight about the production of healthy and nutritious food using no soil. Featuring revolutionary hydroponic gardening techniques, visitors can learn about organic growing practices and sustainable farming.

**SuperStilton Farms**  
For the love of dairy, visitors on the trail will want to stop in at SuperStilton Farms and pull up to the Milk Bar featuring more than a dozen flavors, farmers cheese and of course their award-winning ice cream. Tours are aimed at demonstrating to visitors the daily life on a working "agri-tourist" family farm. Also on site is a petting zoo and Mooster's Moo Sique - a fully stocked boutique featuring toys, novelty items, games, candy, fresh eggs, cheeses and local jams and honey. On Thursdays, stop in after 5 p.m. for their SuperFarm Market and shop for all things local.

**Hayden Flour Mills**  
The newest addition to the trail can be found at Sossaman Farms, featuring Hayden Flour Mills. The focus here is on preserving grain history with the growing and milling of heirloom wheat. The result is a flour so in demand it earned the esteemed *American Made Award* by Martha Stewart. Visitors can stop in to learn more about a variety of flavorful grains and the importance of wheat to the American diet. Visitors can watch the stone milling process and taste and purchase some of the world's oldest varieties of grain in the form of crackers, artisan breads, pasta, polenta, wheat berries and more.

**Schaapf Farms**  
This fourth-generation family farm just happens to be the largest peach grower in the Southwest and with that, they set the stage for a wonderful Arizona agritourism showcase as part of their Dinners From the Orchard event series each spring (call for 2016 dates). These elegant, farm country family-style dinners feature a prominent local chef that forages straight from the farm's organic gardens and features the daily breads in a four-course meal served at sunset. In February, the fragrant Peach Blossom orchard trail is a photo-worthy stop as rows and rows of peach trees welcome the desert warmth with hundreds of bright fuchsia pink and white blossoms on display.

**Queen Creek Olive Mill**  
Visitors would be wise to plan their trail stop here around one of the day's three meals and even then it would be hard to choose which one. Queen Creek Olive Mill is Arizona's only family-owned and operated working olive mill where olives are grown and pressed for the production of high quality extra virgin olive oil. While here, enjoy complimentary tastings while waiting to take the Olive 101 tour. Offered on the half-hour, tours go behind-the-scenes showing off the cold pressing operation while experts answer nearly every question regarding this ancient ritual.

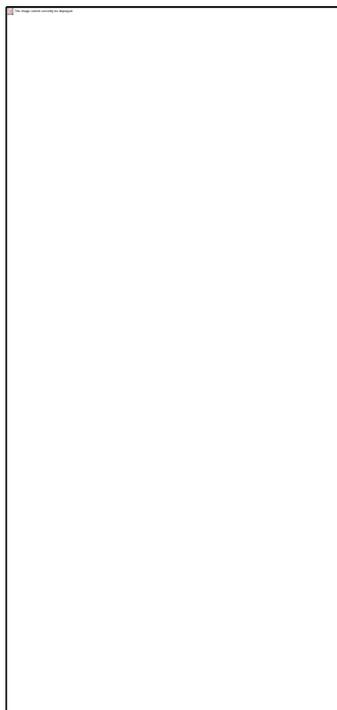
**Agritopia**  
Agritopia is a community on the edge of the rural/urban interface. This pedestrian-friendly urban farm was described by *New York Times* as the leading "agri-hood" in the country. The same-day harvest is sold at The Farm Stand, as well as being served at Joe's Farm Grill and The Coffee Shop both on-site. All of the produce on the farm is grown under the USDA organic protocol. Be sure to tour the family homestead - a ranch-style, slump block home - that has been converted into a 60's era mid-century modern diner. The 100-year old sycamore trees have remained untouched creating in-demand shade for the expansive outdoor patio.

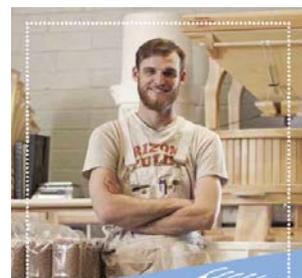
*For the complete listing of culinary attractions, request your copy of the Arizona Fresh Foodie Trail Guide online at VisitMesa.com or call the Mesa Visitors Center at 480-827-4700.*

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## Brochures

### Fresh Foodie Trail







### HAYDEN FLOUR MILLS AT SOSSAMAN FARMS

22100 S. Sossaman Rd.  
Queen Creek • 480-557-0031  
HaydenFlourMills.com

Taste Arizona history at this family-owned flour mill focused on growing hand cultivated, heritage grains with minimal processing. Hayden Flour Mills in Queen Creek offers a full-sensory culinary experience that starts with a tour of their milling operation.

The surrounding fields at Sossaman Farms have been growing wheat for more than 100 years. Learn about this flavorful grain and its importance to the American diet as it is used in everything from artisan breads, pasta and wheat berries to bourbon, craft brews, grain-based oils and more.