

## **How the Rowley Family Turned a 1984 Santaquin Farm into the Iconic Red Barn**

Nestled in the heart of Santaquin, Utah, Rowley's Red Barn has become a beloved landmark for the community. What started in 1984 as a simple family farm has grown into one of Utah's most well-known agritourism destinations.

The history of the Red Barn begins with Phil Rowley's vision, inspired by his travels and a desire to bring something new to Utah agriculture. Jace Rowely, Phil's Son and one of the owners, shared how when Phil was visiting Michigan for cherry committee meetings, he noticed the popularity of farm markets and realized that Utah had very few.

Seeing an opportunity, he began making cherry jam and selling it alongside fresh produce from a small red shed in 1995. Around this time, the family introduced their now famous apple cider doughnuts and opened a pumpkin patch with hayrides, which has since grown into the Back 40.

In 1999, the family built what would become their signature Red Barn. Jace explained, my dad chose red "because it's iconic and timeless." That choice has proven true, as the barn has stood as a lasting symbol of Santaquin for over two decades.

The new building allowed the Rowley's to stay open year-round. Jace shared how after noticing slower traffic in the spring and summer, they began selling ice cream, which soon became another community favorite.

According to the Rowley's Red Barn website growth continued in 2007 with the construction of the cider mill, where they began producing fresh, non-concentrate apple juice.

Over the years, the business expanded beyond produce to include homemade treats, gifts, and agritourism experiences.

In 2010, the giant slide was added to the Back 40; 2015 saw the introduction of the first corn maze; and by 2025, visitors could ride a train through the orchard. The Red Barn now offers nearly year-round experiences, from flower u-picks in the summer to Back 40 fun in the fall.

Despite the challenges that come with running a farm and a growing a business, the Rowley family finds deep reward in their work.

“One of the best parts is getting to work with my family,” said Jace. “It is also rewarding is see customers enjoy the experience of the Red Barn.”

From a small shed and a few jars of cherry jam to an iconic Utah destination, Rowley’s Red Barn stands as a testament to family dedication, innovation, and community spirit, a true slice of Santaquin history.

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