

Contact:

Barbara Golden, Communications Manager
904-669-8142 (cell)
BGolden@FloridasHistoricCoast.com



**ST. AUGUSTINE
PONTE VEDRA**
FLORIDA'S HISTORIC COAST®

New Harvest Trail Experience launches on Florida Historic Coast

A self-guided passport tour of the region's agriculture showcasing roots farmers, producers, markets, & cottage makers

St. Augustine, Fla. (September 23, 2025) – Uncover hidden agricultural treasures on Florida's Historic Coast with the new [Harvest Trail Self-Guided Farm Tour](#). Beginning Friday, September 26 and continuing through Saturday, November 22, the [Harvest Trail Self-Guided Farm Tour](#) is an experiential way to support local agriculture and learn about the region's food systems. Many of the Harvest Trail's farms are working to redefine how visitors experience agrotourism.

"Many farms open seasonally — but Wesley Wells Farms is intentionally open year-round for education, field trips, and community engagement," says Amanda Wells of Wesley Wells Farms, a Harvest Trail partner. "We've structured our crop rotation, events, and facilities to make learning possible every season. It's more than a farm — it's a movement. Wesley Wells Farms invites families not just to consume, but to contribute."

While Florida's Historic Coast is well-known for its expansive beaches, historical architecture, and up-and-coming food scene, the story of the area's growers and producers is just as engaging. The Harvest Trail Self-Guided Farm Tour offers a behind-the-scenes look. "At Parker Flower Farms, our dream was to create a space where visitors can step back, wander the fields, pick a bouquet, and reconnect with nature and each other while experiencing the beauty of St. Johns County agriculture firsthand," says Andrea Parker of Parker Flower Farms. "Most people think of beaches or downtown history when they picture St. Johns County, but it also has a strong farming heritage, with multi-generational family farms like ours and a peaceful Old Florida charm unique to this region."

Visitors can explore 17 locally-owned farms, special events, and makers while collecting stamps on the Harvest Trail passport. Once completed, the passport can be redeemed for exclusive prizes, including exclusive Farm Tour t-shirts, local swag, and entries to win the Harvest Trail Grand Prize: an overnight stay in St. Augustine Beach. Participants can collect stamps by attending seasonal events, visiting farm stores, attending select festivals and markets, and setting up private tours at farms. Some events and experiences may require a fee and/or reservation.

Attend Seasonal Events

- [Wesley Wells Farms](#) is a fourth-generation u-pick farm offering fresh veggies, flowers, meats and more. They offer a variety of weekend events, including the Pumpkin Festival + Handmade Market on Saturday, September 27, and the Crop Maze & Fall Daze every Saturday in October.

- [Parker Flower Farms](#) is a family-owned farm growing a bounty of blooms, including sunflowers and colorful wildflowers. Visit during their weekend u-pick hours or sign up for one of their many special events, including the Fall Terrarium Workshop and Movie Night at the Farm.
- [Sykes Family Farm](#) has been farming in the area for over 60 years and spearheaded its brand of “agritainment.” Visit its popular Sykes Family Farm Crop Maze, opening Saturday, October 4th, and featuring an array of special activities.
- [Ancient City Farmstead](#) is a rustic wedding and event venue featuring a restored historic barn, stables, and a farmhouse. To collect the passport stamp, please pre-purchase tickets for the Ancient City Farmstead Christmas Experience.

Shop at a Farm Store or Stand

- [The Feed Mill](#) offers hay for horses, feed for animals, and food for people, including pure cane syrup, produce, herbs, cheese, and more.
- [Molasses Junction General Store](#) has been a Hastings staple since 1957, with an array of products as well as grab-and-go breakfast and lunch served daily.
- [Maggie’s Herb Farm](#) is a licensed nursery that cultivates over 100 unique varieties of herbs, fruits, and edible flowers.
- [Edwards Family Farm](#) raises all-natural meats, including pork, beef, chicken, and rabbit, and sells them as small packaged or whole animals.
- [Bakersville Honey Co.](#) specializes in producing raw Gallberry honey, known for its robust flavor and light amber color.
- [Natural Springs Dairy Farm](#) is a small dairy farm that produces raw milk, farmstead cheeses, kombucha, natural meats, eggs, and raw honey.
- [Fruit Trees Only](#) in World Golf Village nurtures over 100 varieties of live plants, including avocado, citrus, mango, and tropical fruit trees.
- [The Honey Truck Co.](#)’s award-winning honeys are always sourced from Florida, come from ethically treated bees, and are never heated.

Attend a Festival or Market

- [Hastings Main Street Fall Festival](#), October 24-25, has a Cottage Artisan Market, live art demonstrations, a new Fall Festival Harvest Tour and an authentic paella dinner at Olive Land Farm.
- [St. Augustine Luffa Co.](#) is a small family-owned producer of eco-friendly luffa, a natural sponge-like product made from the fibrous fruit of the tropical luffa vine. Visit them at the Hastings Main Street Fall Festival of Art on October 25.
- [Bee Hill Farm](#) produces a harmonious duo of sweet honey and wildflowers. They have over 100 hives located throughout St. Johns County, producing seasonal honey and beeswax products. Find them at the [St. Augustine Amphitheatre Farmers Market](#).

Make an Appointment

- [Joe's Ranch](#) is all about Florida's Historic Coasts' most famous pepper, the Datil pepper. Snag a passport stamp by scheduling a tour.
- [Olive Land Farms](#) is an experimental agricultural project in Florida, exploring olive cultivation as a sustainable alternative to the declining citrus industry. Contact the farm to schedule an appointment.

Curate a fresh and fun agritourism adventure using the trip planner or handy AI Assistant at www.FloridasHistoricCoast.com.

Located midway between Daytona Beach and Jacksonville, Florida's Historic Coast includes historic St. Augustine, the outstanding golf and seaside elegance of Ponte Vedra, the rural beauty of Hastings, Elkton, St. Johns, and 42 miles of pristine Atlantic beaches. Visitor Information Centers are located at 10 Castillo Drive, St. Augustine; 200 Solana Rd. Suite B, Ponte Vedra Beach; and at the St. Johns County Beach Pier Park, 350 A1A Beach Blvd., St. Augustine Beach. For advance travel information, call 1.800.653.2489 or go to the Visitors and Convention Bureau website at www.FloridasHistoricCoast.com. Check us out on social media Instagram [@FloridasHistoricCoast](#); [@ViajaStAugustine](#), Facebook.com/OfficialStAugustine, and Facebook.com/ViajaStAugustine and Twitter [@FIHistoricCoast](#)

###