



ARKANSAS AGRITOURISM INITIATIVE

A PARTNERSHIP OF



What are the Goals of the Arkansas Agritourism Initiative?

AAI partners will collaborate to work on a number of components aimed to further develop the agritourism industry in Arkansas.

These components include, but are not limited to:

- Creating and maintaining a state-wide inventory of existing activities and vendors of agritourism in the state of Arkansas; this inventory will be made available at www.arkagitourism.org
- Collaborating to develop training programs for current and prospective agritourism providers using experience and materials that will allow farmers to grow their business to its maximum potential
- Assisting in the coordination of a state-wide agritourism marketing and promotion effort
- Conducting research regarding legal or liability issues associated with farm-based operations
- Investigating pertinent information on job development, new markets, networks and product development in Arkansas' rural communities
- Exploring and documenting policy issues that may require legislative action

Established in 2008, the Arkansas Agritourism Initiative's purpose is to serve as an advocate for agritourism in Arkansas, promote individual agritourism ventures, and provide real solutions to obstacles affecting industry growth and development.

