



ARKANSAS AGRITOURISM INITIATIVE

A PARTNERSHIP OF



UNIVERSITY of ARKANSAS
SCHOOL of LAW



What is the Arkansas Agritourism Initiative?

The Arkansas Agritourism Initiative (AAI) is a partnership between entities that are at the forefront of the agriculture and tourism industries in the state. AAI's mission is to serve as a partner with providers across Arkansas to promote awareness and development that will help better the future of the agritourism industry in all areas of the state.

With over 300 agritourism sites/activities identified across the state, the following entities feel that it is necessary to provide these enterprises with an easily identifiable and accessible source of support.

- **Arkansas Agricultural Department**
- **Arkansas Department of Parks & Tourism**
- **Arkansas Farm Bureau**
- **National Agricultural Law Center**
- **University of Arkansas
Division of Agriculture**
- **Winthrop Rockefeller Institute/
University of Arkansas System**

AAI is excited about the opportunity to work closely with agritourism providers across the state to ensure that Arkansas becomes a recognized national leader in agritourism development.

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.

