



## What is agritourism?

Agritourism can be defined many ways. It's the practice of attracting visitors to areas largely used for agriculture. It promotes businesses offering an out-of-the-ordinary opportunity for recreation.

Agritourism in Arkansas is defined as taking the back roads to discover rural Arkansas. It includes U-pick operations and farmers' markets, winery tours, festivals and fairs, hiking, rock climbing, hunting, fishing and horseback riding. Agritourism is more than visiting a farm. It's teaching children the satisfaction of picking their own fruit. It's uncovering hidden gems at a crafts fair. It's enjoying down-home cooking you just can't get in the city.

Whether you need to recharge and rejuvenate for a weekend, a week or a month, you'll find it all in Arkansas. Take a back road and discover rural Arkansas!