



Join us for the first statewide Arkansas Agritourism Conference

August 18-19, 2011

Holiday Inn Airport Conference Center
3201 Bankhead Drive, Little Rock

- Network with agritourism operators & industry experts to learn what works & what doesn't.
- Sessions on media relations, financing, insurance, signage, social media & more.
- Compete for the title of "Best Website" or "Best Facebook Page" & receive feedback on online marketing efforts.

Registration & other information available at www.regonline.com/arkansasagritourismconference or by calling Aly Signorelli at (501) 671-2072.

This program is open to all eligible persons regardless of race, color, national origin, religion, gender, age, disability, marital or veteran status, or any other legally protected status. Persons with disabilities who require alternative means for communication of program information (large print, audiotapes, etc.), should notify Aly Signorelli (501-671-2072) as soon as possible prior to the activity.

Sponsored by the Arkansas Agritourism Initiative, a partnership between: University of Arkansas Division of Agriculture, University of Arkansas Winthrop Rockefeller Institute, Arkansas Department of Parks and Tourism, The National Agricultural Law Center, Arkansas Agriculture Department and Arkansas Farm Bureau.

What is agritourism?

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. Here are a few examples:

Special Events

- Farm festivals & fairs
- Livestock shows
- Live demonstrations

Direct Sale of Products

- On-farm or road-side markets
- Rent-a-cow/tree/garden
- Pick-your-own

Entertainment

- Haunted house
- Corn maze
- Hay rides
- Picnics

Children's Activities

- Petting zoo
- Farm-themed playground
- School or youth group tours

Alternative Uses of Farmland

- Fishing & hunting
- Horseback riding
- Bird & wildlife viewing
- Lodging

