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Arkansas Agriculture Department Hires New Manager for Arkansas Grown Program, Arkansas Made, and Homegrown by Heroes Programs

STATEWIDE, AR. – The Arkansas Agriculture Department’s (AAD) has hired Brooke Clanton as the new program manager for the Arkansas Grown, Arkansas Made, and Homegrown by Heroes marketing programs that provide branding and promotional benefits for more than 1,000 members and offer a vital connection between Arkansas producers, makers and consumers.

“The marketing programs of the Arkansas Agriculture Department are important tools for the promotion of Arkansas agriculture, our state’s largest industry”, said Arkansas Agriculture Secretary Wes Ward. “We look forward to the continued expansion of the programs and their promotional benefits under Brooke’s management”, said Ward.

Clanton is an Arkansas native originally from Bradley County, where she grew up in the family tomato business at Clanton Farms, LLC in Hermitage. “The connection between producers and consumers is a critical part of our agricultural industry,” says Clanton. “I have a heart for Arkansas agriculture and look forward to working with producers and makers across the state to help tell their stories.”

The use of the Arkansas Grown, Arkansas Made and Homegrown by Heroes program logos help producers and makers brand themselves in a highly competitive environment while helping consumers more easily identify locally grown or made products. By using the free database at Arkansasgrown.org, consumers can find locally grown and made items that include a wide variety of crops, packaged and bottled products, crafts and jewelry, hand-woven pieces, and more. Arkansasgrown.org is accessible from all devices and offers simple search options to allow consumers, restaurateurs, buyers for retail locations and others, to query for specific commodities and products, or locations and points of sale.

The Arkansas Grown and Arkansas Made programs have low-cost membership levels, which includes a free membership. Minimal fees help offset operational costs of the AAD in securing sponsorships, advertising, event participation, and promotional campaigns for members. The Homegrown by Heroes branding program is offered at no charge to Military Veterans who are producers or makers of Arkansas products. For more information about the programs, go to arkansasgrown.org or contact Clanton at brooke.clanton@agriculture.arkansas.gov.



The AAD is dedicated to the development and implementation of policies and programs for Arkansas agriculture and forestry to keep its farmers and ranchers competitive in national and international markets while ensuring safe food, fiber, and forest products for the citizens of the state and nation. Visit www.agriculture.arkansas.gov

