

ARKANSAS
AGRICULTURE
DEPARTMENT



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Agriculture Marketing Programs Launch New Website

Statewide, AR. – Arkansas Grown, Arkansas Made, and Homegrown by Heroes – agriculture marketing programs of the Arkansas Agriculture Department – have launched a new website to improve accessibility to Arkansas products. Locally grown and/or locally made products can now be searched by buyers, grocers, restaurateurs and chefs, and consumers in a one-stop database at arkansasgrown.org.

Close to 800 growers, producers, and makers have items listed for purchase. Searchers can query data at no cost according to:

- 1) Points of sale including restaurants, markets, schools, retail stores and more;
- 2) Locally grown crops and produce including specialty crops, row crops, meat, dairy, fruit varieties and more;
- 3) Locally made items including oils and dressings, mixes and sauces, toppings and candies, marinades and juices, spices, wines, meats, household items like soaps, an assortment of crafts, confections, pasta, jellies and jams, duck calls, lumber, and more;

Arkansas Grown was launched in 2012 to help make the critical connection between local growers and producers with consumers. Arkansas Made and Homegrown by Heroes were later added to expand products listed and promoted by the program. Arkansas Made includes goods and products made in Arkansas. Homegrown by Heroes includes locally grown or made products by Arkansas veterans.

“We hope that the new website makes locating and purchasing Arkansas products more convenient for consumers,” says Arkansas Agriculture Secretary Wes Ward. “We have found that one of the biggest reasons that consumers don’t buy local is that they don’t know where the products are located. The new arkansasgrown.org site helps to bridge the gap between growers and producers with consumers.”

To have products listed at arkansasgrown.org, individuals and/or companies must become members of one of the agricultural marketing programs. Arkansas Grown and Arkansas Made have free levels of membership, as well as membership for a fee. Any Arkansas veteran can join the Homegrown by Heroes program at no cost. Membership options for all programs can be found at arkansasgrown.org. For more information, contact Rachael Tucker at rachael.tucker@aad.ar.gov or 501-219-6321.

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.

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The Arkansas Agriculture Department offers its programs to all eligible persons regardless of race, color, national origin, sex, age or disability and is an Equal Opportunity Employer.