VISION
The Arkansas Forestry Association strives to be the respected leader and credible information source for all issues related to forestry.

MISSION
The Arkansas Forestry Association advocates for the sustainable use and sound stewardship of Arkansas's forests and related resources to benefit members of the state's forestry community and all Arkansans today and in the future.

KEY RESULT AREAS
Advocate at the local, state, and federal levels
Anticipate, identify and address emerging issues
Gather, filter, and communicate information
Facilitate programs and services that promote profitable forestry, sustainability, and stewardship

GOALS
To be the face and voice of forestry in Arkansas
To be a valued partner in the creation and maintenance of a sustainable and profitable business climate for our members
To create and empower a membership base with the ability to influence important forestry issues
To establish the forestry community as the recognized forest conservation leader in Arkansas

OBJECTIVES
To advocate for public policy that allows for profitable and sustainable long-term management of forest resources
To advocate for favorable public policy targeted at, but not limited to, taxation, environmental regulation, and market access
Increase grassroots participation and opportunities for AFA members
Gain better recognition of the value of programs such as PLT, Tree Farm, Landowner Education, and other AFA services

To grow AFA membership by providing value in everything we do
Create member business efficiencies through utilization of AFA internet and printed communication vehicles
Improve member education of public policy issues
Become the trusted, credible source for information relating to forestry and the environment

Heighten the profile of AFA with state and federal legislators, policy makers, and regulators by increasing our contacts and presence with them
Identify solutions to emerging issues
Build a stronger, more consistent flow of dues income
Expand the understanding, implementation, and effectiveness of sustainable forestry practices

Heighten the profile of AFA with the news media and general public by increasing opportunities to promote forestry
Build a stronger, more consistent flow of dues income
Improve member outreach efforts that create networking opportunities
Facilitate partnerships that promote the growth of forestry programs and the logging profession in communities, schools and universities

Establish AFA as an association that can provide answers and facilitate solutions