

MISSISSIPPI RIVER HILLS ASSOCIATION

Revised July, 2008

OUR PURPOSE

The MISSISSIPPI RIVER HILLS ASSOCIATION (MRHA) works to educate the public about locally produced agriculture products, foods, wines, arts, crafts, and cultural assets within the Mississippi Hills region in order to protect and enhance these resources for future generations.

OUR VISION

The MISSISSIPPI RIVER HILLS ASSOCIATION strives to enhance the economic, cultural, historical, and educational value of the region.

OUR CORE VALUES

1. Preserving and protecting our unique regional identity
2. Honoring regional customs, culture, and traditions
3. Strengthening the regional economy by supporting entrepreneurship, agriculture, and by developing rural and specialty tourism markets
4. Promoting conservation of the environment
5. Preserving and sharing the beauty and history of the region's natural and agricultural landscapes
6. Sharing information and resources locally and with other regions