"The Natural State" is graced with more than 600 species of wildflowers. Wildflowers are now being utilized by the Arkansas State Highway and Transportation Department (AHTD) to help beautify the over 200,000 acres of highway roadsides it maintains. AHTD's Wildflower Program has three parts: a Wildflower Route Program, which preserves existing wildflower populations; Operation Wildflower, which establishes new wildflower populations; and the Wildflower Sign Program, which strives to increase public awareness of the AHTD Wildflower Program. These programs help reduce long-term maintenance costs, enhance roadside wildlife habitat, provide an attractive roadside environment, and preserve native plant populations.

**Wildflower Routes**
Throughout the State of Arkansas, approximately 1,000 miles of Highways have been included in a system of Wildflower Routes to showcase existing wildflower populations. Maintenance practices along these routes allow annual and perennial wildflowers to prosper and return year after year.

**Operation Wildflower**
Operation Wildflower establishes new roadside wildflower populations with seed donated by a sponsor. Wildflower populations may be established along interstates and primary highways with wide rights-of-way because of their potential for showy displays in the large planting areas they offer. Planting sites are limited by safety restrictions, site accessibility, chemical and physical soil characteristics, and availability of seed.

**Wildflower Sign Program**
The Wildflower Sign Program increases public awareness of the AHTD Wildflower Program by providing signs identifying wildflower areas sponsored by local clubs, groups, and businesses.

**A Colorful Future**
Through preserving existing wildflowers, planting native wildflowers along highway rights-of-way, and the Wildflower Sign Program, many of Arkansas' roadsides erupt into glorious blankets of color year after year.