



**STATE OF MISSISSIPPI
DEPARTMENT OF AGRICULTURE AND COMMERCE**

ANDY GIPSON
COMMISSIONER

MEDIA ADVISORY

FOR IMMEDIATE RELEASE: February 6, 2024

Contact: Paige Manning, Director of Marketing and Public Relations
(601) 359-1163 / cell: (662) 312-5897
Paige@mdac.ms.gov

Hannah East, Marketing Specialist
(601) 359-1179
HannahE@mdac.ms.gov

Who: Commissioner of Agriculture and Commerce Andy Gipson

What: Press Conference to Kick-Off the Annual Sale of Junior Champions

When: Thursday, February 8, 2024, at 10:00 a.m.
Press Conference takes place prior to the Sale of Junior Champions beginning at 11:00 a.m.

Where: Atrium of the Trade Mart on the Mississippi State Fairgrounds

**Ag Commissioner Andy Gipson to Hold Press Conference to Kick-Off the
2024 Dixie National Sale of Junior Champions**

STATE FAIRGROUNDS, Miss. – The media is invited to attend as Commissioner of Agriculture and Commerce Andy Gipson kicks off the 55th annual Dixie National Sale of Junior Champions with a press conference on Thursday, February 8, at 10:00 a.m. in the Atrium of the new Mississippi Trade Mart. The Sale will begin at 11:00 a.m. in Trade Hall C of the Mississippi Trade Mart. Commissioner Gipson will be joined by Dr. Angus Catchot, Director of the Mississippi State University Extension Service; Kelly Tucker, Chairwoman of the Sale of Junior Champions Promotion Committee; Abby Dugas, Director of the Mississippi FFA; two recipients of the Sale of Champions Scholarships, Conner Kilpatrick, with the Pontotoc County 4-H and Mallory Duncan with the Simpson County Votech; Phillip Morgan, CEO of Southern AgCredit; and Rorey Lemmel of the Harper & Morgan Rodeo Company.

The Dixie National Sale of Junior Champions is one of the highlight events of the Dixie National Livestock Show and Rodeo. In 2023, 1,257 4-H and FFA members from across Mississippi participated in the Dixie National Junior Round-Up Livestock Shows showing 2,153 head of various livestock including pigs, sheep, cattle and goats. The Junior Round-Up participants winning Champion and Reserve Champion for their market animals have the opportunity to sell their livestock at the Sale of Junior Champions auction. Last year, the sale featured a record of 48 champion animals, grossing \$456,285, and raising \$61,500 in scholarships for 39 students. This sale promotes both 4-H and FFA livestock programs in Mississippi as well as other economic, educational and personal development opportunities for the youth across the state. The Sale of Junior Champions helps students earn money for college and develop a wide host of skills.

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Media Note: Commissioner Gipson and other speakers will be available for interviews following the press conference.