



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

ANDY GIPSON  
COMMISSIONER

# **PRESS RELEASE**

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**Ag Commissioner Andy Gipson Announces Details Ahead of the 60th Dixie National Rodeo**  
***Commissioner Gipson Also Provides Recap of the 2024 Mississippi State Fair***

**STATE FAIRGROUNDS, Miss.** – Today, Commissioner of Agriculture and Commerce Andy Gipson recapped the 2024 Mississippi State Fair and announced new details ahead of the 60th annual Dixie National Livestock Show and Rodeo. The upcoming Dixie National Rodeo is scheduled to run February 7-9 and 12-16, 2025, at the Mississippi State Fairgrounds in Jackson.

“The 2024 Mississippi State Fair was a great success, and I want to thank our fairgrounds staff, law enforcement partners and volunteers for all their hard work in continuing to make this one of the largest and safest events in our state,” said Commissioner Gipson. “Though the overall attendance was slightly down from last year due to the hot weather, revenue was up, and we received lots of compliments on the efficiency of parking and ticketing, as well as the variety of attractions and cleanliness of the grounds.”

Commissioner Gipson continued, “Now, we begin shifting our focus to our next big event, which is the largest rodeo east of the Mississippi – the Dixie National Rodeo.” Commissioner Gipson was joined by Rorey Lemmel, Owner of Harper and Morgan Rodeo Company; Phillip Morgan, CEO of title sponsor Southern AgCredit; Bruce Deviney, Owner of Deviney Equipment; and Michael Lasseter, Director of the Mississippi State Fairgrounds.

Commissioner Gipson announced that award-winning and nationally recognized artists Sam Barber, George Birge, Lorrie Morgan, Clay Walker, Zach Top, Ella Langley and Gretchen Wilson will all perform during the 2025 Dixie National Rodeo. Concert tickets will be available for purchase in advance at [www.ticketmaster.com](http://www.ticketmaster.com) starting Thursday, October 24, 2024.

Rorey Lemmel of Harper and Morgan Rodeo Company added the annual Dixie National Rodeo is one of the top 60 biggest professional rodeos in the world, with 900 of the best contestants traveling from across the globe to compete in Jackson, Mississippi. In addition to the title sponsor, Southern AgCredit, Lemmel announced the official tractor of the 2025 Dixie National Rodeo is Kubota, through the sponsorship of Deviney Equipment of Madison.

For the first time ever, the Dixie National Rodeo is adding a high school rodeo event on Sunday, February 16. Mississippi high school rodeo contestants will get to compete in the same arena as professional world champions and earn points toward the rodeo nationals. This rodeo is one of only 10 high school rodeos that count for points to get to nationals.

“We’re excited for this great entertainment lineup, the annual livestock shows and addition of the high school rodeo,” continued Commissioner Gipson. “We’re taking the Dixie National Livestock Show and Rodeo to the next level, and I encourage the public to get their tickets in advance.”

The annual Dixie National Livestock Show and Rodeo includes the Junior Roundup livestock shows and Sale of Junior Champions, which features Mississippi 4-H and FFA exhibitors from around the state, as well as open livestock shows, equestrian events, the Dixie National Parade, rodeo competitions, concerts and more. To view the press conference in its entirety, visit <https://youtu.be/87OIPuZurFk>.

Visit [www.dixienational.org](http://www.dixienational.org) and follow the Dixie National Livestock Show and Rodeo on Facebook, Instagram and X for the latest updates ahead of the 2025 Dixie National Rodeo.

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**Photo attached.**



**Ag Commissioner Andy Gipson recapped announced new details ahead of the 60th annual Dixie National Livestock Show and Rodeo. Pictured L-R: Michael Lasseter, Director of the Mississippi State Fairgrounds; Phillip Morgan, CEO of title sponsor Southern AgCredit; Rorey Lemmel, Owner of Harper and Morgan Rodeo Company; Andy Gipson, Mississippi Commissioner of Agriculture and Commerce; and Bruce Deviney, Owner of Deviney Equipment.**