



STATE OF MISSISSIPPI
DEPARTMENT OF AGRICULTURE AND COMMERCE

ANDY GIPSON
COMMISSIONER

PRESS RELEASE

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Contact: **Hannah East, Communications Director**
(601) 359-1179 / cell: (662) 816-3230
HannahE@mdac.ms.gov

Genuine MS® Program Offers Complimentary Membership Through First South Farm Credit

JACKSON, Miss. – First South Farm Credit, a financial cooperative dedicated to supporting agriculture and rural communities, has announced it will cover the cost of a one-year membership for any individuals and businesses who join the Genuine MS® program, helping more Mississippi producers, artisans and entrepreneurs promote their businesses.

“This partnership with First South Farm Credit helps any Mississippi producers and small businesses who want to promote their products under the Genuine MS® brand,” said Andy Gipson, Commissioner of Agriculture and Commerce. “We are grateful to First South Farm Credit for investing in our Mississippi farmers and businesses by creating new opportunities for growth within our state branding program.”

Through this partnership, new members who enroll in the Genuine MS® program through March 31, 2026, will have their first year of membership paid for by First South Farm Credit. The initiative is designed to remove financial barriers and encourage more Mississippi-based businesses to participate in the statewide branding and marketing program.

“We are excited about joining Genuine Mississippi to help Mississippi farmers grow their businesses, reach more customers and build thriving farming operations in this state,” said John Sport, First South Farm Credit Vice President. “Supporting Genuine Mississippi aligns perfectly with our mission of helping Mississippi farmers, and covering the first-year membership cost is one way we can invest in their success.”

Genuine MS® is a state branding program under the Mississippi Department of Agriculture and Commerce that promotes products grown, raised, crafted and made in Mississippi. Members benefit from statewide marketing efforts, promotional opportunities and the ability to use the Genuine MS® logo to showcase their products.

“This partnership with First South Farm Credit helps expand access to the Genuine MS® program and strengthens our mission to support Mississippi businesses,” said Lane Milton, Genuine MS® Director. “We are excited to welcome new members and continue highlighting the talent and innovation across our state.”

This support from First South Farm Credit will cover one year of Genuine MS® membership fees for new applicants who apply and are approved by March 31, 2026. Farmers, producers and businesses can apply through the Genuine MS® website. Membership availability is subject to program guidelines and approval. For more information and how to apply for membership, visit <https://genuine.ms.com/>

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Flyer Attached.



Join Genuine MS® at No Cost

Join Genuine MS® now through March 31, 2026, and your first-year membership fee will be covered by First South Farm Credit.

To join, visit the Genuine MS® website at genuine.ms.com

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