



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

**ANDY GIPSON  
COMMISSIONER**

# **PRESS RELEASE**

**FOR IMMEDIATE RELEASE: April 17, 2026**

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## **Ag Commissioner Andy Gipson Announces the Opening of Genuine MS® Farmers Market at the Rankin County Co-op**

**JACKSON, Miss.** – Commissioner of Agriculture and Commerce Andy Gipson announced the opening of the Genuine MS® Farmers Market at the Rankin County Co-op in Brandon next month. The seasonal farmers market is expected to open every Saturday from 8:00 a.m. to 12:00 p.m. beginning Saturday, May 16, 2026, and run through October 2026.

“This unique farmers market will include local vendors selling Genuine Mississippi products that have been grown, raised and processed in our great state, as well as a popup location of our Genuine MS® Retail Store,” said Commissioner Gipson. “We are excited to work with Mayor Butch Lee and the city of Brandon on this short-term, seasonal market as we continue to plan next steps for the Genuine MS® Market Complex site development.”

“Due to the ongoing development of Highway 18 as an industrial, data center corridor, everyone including myself agrees that a new location on the east side of town will better serve central Mississippi retail consumers and farmers,” continued Gipson. “So, I encourage the public to come out with your friends and families, and shop the freshest produce around. Not only will you find healthier options for your dinner table, but you’ll be also supporting our hardworking Mississippi farmers, as well as our local and states economies.”

The Genuine MS® Farmers Market at the Rankin County Co-op will be set up adjacent to the parking lot of the Rankin County Co-op, located at 2861 US-80 in Brandon. The market will open to the public each Saturday through October, starting May 16, at 8:00 a.m. and close at 12:00 p.m.

Any producers interested in selling their Mississippi grown or raised products at the Genuine MS® Farmers Market at the Rankin County Co-op this season can contact the Mississippi Department of Agriculture and Commerce at [farmersmarket@mdac.ms.gov](mailto:farmersmarket@mdac.ms.gov) or 601-354-6573.

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**Flyer attached.**

**SOMETHING FRESH IS  
COMING TO BRANDON**



**GENUINE  
MS**

**GENUINE MS® FARMERS MARKET  
AT THE RANKIN COUNTY CO-OP**

**OPEN EVERY SATURDAY 8AM - 12PM  
STARTING MAY 16**