



PRESS RELEASE

FOR IMMEDIATE RELEASE: May 1, 2026

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Mississippi Egg Marketing Board Offers Mississippians a Chance to Win Free Eggs for a Year During National Egg Month in May

JACKSON, Miss. – In celebration of National Egg Month this May, Mississippians are invited to crack a chance to win free eggs for a year. The Mississippi Egg Marketing Board, in partnership with Cal-Maine Foods, is hosting an “Eggs for a Year” giveaway, where one winner will receive a year’s supply of eggs through redeemable coupons.

Anyone can enter by signing up in person at the Genuine MS® Store inside the Mississippi Farmers Market, located at 929 High Street in Jackson. Those interested can sign up during normal operating hours at the Genuine MS® Store, held Tuesday through Friday from 10:00 a.m. to 2:00 p.m. and Saturdays from 8:00 a.m. to 1:00 p.m. The winner will receive 24 one dozen EGG-LAND’S BEST coupons, redeemable at participating retailers that sell EGG-LAND’S BEST eggs.

On Saturday, May 16, 2026, the giveaway winner will be announced at the new Genuine MS® Farmers Market at the Rankin County Co-op in Brandon. During the event, the Mississippi Egg Marketing Board and Cal-Maine Foods will provide complimentary quiche tastings, while supplies last, along with educational information on eggs.

“We are excited to celebrate National Egg Month this year through this special giveaway,” said Ryn Laster, president of the Mississippi Egg Marketing Board. “We encourage the public to participate for a chance to win a year’s supply of eggs, which will provide one lucky winner with nutritious, protein-rich meals throughout the year.”

Eggs are considered one of nature’s most versatile foods and serve as a functional ingredient that enhances other foods. In addition to contributing more than 20 functional properties, eggs contain a unique combination of nutrients not found in a single egg alternative. One large egg

contains varying amounts of 13 essential vitamins and minerals, high-quality protein and 70 calories. Eggs are also one of the few foods that naturally contain vitamin D.

“Eggs play a vital role in Mississippi’s agricultural economy, supporting farmers, creating jobs and contributing to a strong food supply chain,” said Mississippi Agriculture and Commerce Commissioner Andy Gipson. “From production to processing and distribution, the egg industry remains an important driver of economic activity in communities across our state.”

National Egg Month has been observed since the 1960s. Different months had the honor, however, in the 1990s, the American Egg Board established National Egg Month in May.

For more information about the Mississippi Egg Marketing Board, contact Katie Sansing at (601) 359-1140 or email katie@mdac.ms.gov.

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Flyer attached.

MAY NATIONAL EGG MONTH!



EGGS FOR A YEAR GIVEAWAY

Winner will receive 24 EGG-LAND'S BEST coupons, redeemable at participating retailers that sell EGG-LAND'S BEST eggs. Winner will be announced May 16 at the Genuine MS® Farmers Market at the Rankin County Co-Op.
Sponsored by Cal-Maine Foods.

MISSISSIPPI
EGG MARKETING BOARD

EM
Cal-Maine Foods

Enter to win at the Genuine MS Store ®
located in the Mississippi Farmers
Market at 929 High Street, Jackson, MS
39202.

Tuesday - Friday
10AM - 2PM
Saturdays
8AM - 1PM