



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

ANDY GIPSON  
COMMISSIONER

# **PRESS RELEASE**

**FOR IMMEDIATE RELEASE: July 14, 2026**

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## **Mississippi Farmers Market to Host Final Midweek Market Wednesday, July 15**

**JACKSON, Miss.** – The Mississippi Farmers Market is expanding access to fresh, locally grown produce and agricultural products this summer with another weekday market day on Wednesday, July 15. Shoppers can visit the Market from 9:00 a.m. to 12:00 p.m. this Wednesday in addition to its regular year-round Saturday hours from 8:00 a.m. to 1:00 p.m.

"The additional weekday market makes it easier for Mississippians to shop local and enjoy fresh, healthy food," said Commissioner of Agriculture and Commerce Andy Gipson. "It benefits both our farmers and the families who depend on access to affordable, locally grown products."

While seasonal items last, shoppers can expect a variety of seasonal produce at the Mississippi Farmers Market along with jam, jellies and peanut/pecan brittle this Wednesday for the final midweek market of the year. This unique event at the Mississippi Farmers Market provides a midweek option for shoppers unable to visit on Saturdays while also supporting local farmers and small businesses through additional exposure and sales opportunities.

"We especially want to provide WIC and Senior Farmers Market Nutrition Program participants with an additional weekday opportunity to shop, allowing them to make the most of the fresh summer vegetables grown by our hardworking Mississippi farmers," added Gipson. "This is a great way for shoppers to buy direct from farmers without having to pay sales tax. The Mississippi Farmers Market is a MDAC Certified Farmers Market. As an added benefit to consumers concerned about food costs, any food products that are grown, made or processed in Mississippi and sold from an MDAC Certified Farmers Markets are exempt from sales tax."

The WIC and Senior Farmers Market Nutrition Program (SFMNP) are funded by the U.S. Department of Agriculture (USDA) and administered by the Mississippi Department of Agriculture and Commerce (MDAC). These programs provide nutrition benefits to participants in the Mississippi Department of Health's Women, Infants and Children (WIC) program and to income-eligible seniors age 60 and older in designated areas of the state. The benefits may be used to purchase fresh, Mississippi-grown fruits, vegetables and honey directly from local farmers at authorized farmers markets, supporting both healthy eating and Mississippi agriculture.

The Farmers Market Café, located inside the Mississippi Farmers Market, is open 7:30 a.m. to 1:30 p.m. every weekday and 7:30 a.m. to 1:00 p.m. every Saturday. The Genuine MS® Store, also located inside the Mississippi Farmers Market, is open 10:00 a.m. to 2:00 p.m. Tuesday to Friday and 8:00 a.m. to 1:00 p.m. every Saturday. For more information about the Genuine MS® program, visit [www.genuinems.com](http://www.genuinems.com) or follow Genuine MS® on Facebook, Instagram and X.

The Mississippi Farmers Market, a division of the Mississippi Department of Agriculture and Commerce, is open 8:00 a.m. to 1:00 p.m. every Saturday. For additional information about the Mississippi Farmers Market, visit [www.msfarmersmarket.com](http://www.msfarmersmarket.com) or follow the Mississippi Farmers Market on Facebook, Instagram and X.

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**Flyer attached.**

A flyer for the Mississippi Farmers Market. The background is a photograph of people at a market stall. Overlaid on the photo is text in various fonts and colors. The main headline is 'ONLY TWO SPECIAL WEDNESDAYS THE MARKET WILL BE Open'. Below this, it says 'FOR CENTRAL MISSISSIPPI SENIORS PARTICIPATING IN THE SENIOR FARMERS MARKET NUTRITION PROGRAM WHILE WELCOMING THE ENTIRE COMMUNITY TO SHOP LOCAL.' Then 'SAVE THE DATES' followed by 'JULY 1 + JULY 15' and '9:00AM - 12:00PM' in a green box. At the bottom are two logos: the 'MISSISSIPPI FARMERS MARKET NUTRITION PROGRAM' logo and the 'MISSISSIPPI FARMERS MARKET' logo. The address '929 HIGH STREET JACKSON, MS 39202' is at the bottom right.

**ONLY TWO SPECIAL  
WEDNESDAYS  
THE MARKET WILL BE  
*Open***

**FOR CENTRAL MISSISSIPPI SENIORS PARTICIPATING IN  
THE SENIOR FARMERS MARKET NUTRITION PROGRAM**  
WHILE WELCOMING THE ENTIRE COMMUNITY TO SHOP LOCAL.

**SAVE THE DATES**

**JULY 1 + JULY 15**  
**9:00AM - 12:00PM**

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