



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

ANDY GIPSON
COMMISSIONER

PRESS RELEASE

FOR IMMEDIATE RELEASE: November 15, 2022

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Mississippi Farmers Market Hosts Sweet Potato Day Saturday, November 19
Genuine MS® Store Extends its Operating Hours

STATE FAIRGROUNDS, Miss. – In recognition of one of the state’s top producing crops, the Mississippi Farmers Market will host a Sweet Potato Day on Saturday, November 19, from 8:00 a.m. until 1:00 p.m.

In addition to the usual variety of farm fresh foods and handcrafted items, shoppers will be treated to a variety of complimentary sweet potato treats, children’s activities, specialty food vendors, Vardaman area sweet potato growers and a sweet potato exhibit presented by the Mississippi Sweet Potato Council.

The Genuine MS® Store, located inside of the Mississippi Farmers Market, will also be open to the public. The unique retail operation, which offers an array of products grown, raised, crafted and made in Mississippi, is extending its operating hours. The Genuine MS® Store will now be open every Tuesday through Friday from 10:00 a.m. until 2:00 p.m. and on Saturdays from 8:00 a.m. until 1:00 p.m. Visit www.genuinems.com to shop exclusive online holiday gift options and learn more about the Genuine MS® program.

The Mississippi Farmers Market, a division of the Mississippi Department of Agriculture and Commerce, is open every Saturday from 8:00 a.m. until 1:00 p.m. For more information about the Mississippi Farmers Market, visit www.msfarmersmarket.com and follow the Mississippi Farmers Market on Facebook, Instagram and Twitter.

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Flyer attached.

CELEBRATING
Sweet Potato Day

MISSISSIPPI FARMERS MARKET



November 19, 2022, 8 a.m. to 1 p.m.

929 High Street,
Jackson, MS 39202

Sweet Potato Farmers, Sweet
Potato Treats, Face Painting, Food
Vendors, the Genuine MS® Store