



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

**ANDY GIPSON
COMMISSIONER**

MEDIA ADVISORY

FOR IMMEDIATE RELEASE: February 10, 2021

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Who: Commissioner of Agriculture and Commerce Andy Gipson

What: Press Conference to Kick-Off the Annual Sale of Junior Champions

When: Thursday, February 11, 2021, at 11:00 a.m.

Press Conference takes place prior to the Sale of Junior Champions beginning at 11:30 a.m.

Where: Atrium of the Mississippi Trade Mart on the Mississippi State Fairgrounds

Ag Commissioner Gipson to Hold Press Conference to Kick-Off the 2021 Dixie National Sale of Junior Champions

JACKSON, Miss. – The media is invited to attend as Commissioner of Agriculture and Commerce Andy Gipson kicks off the 52nd annual Dixie National Sale of Junior Champions with a press conference on Thursday, February 11, at 11:00 a.m. in the Atrium of the new Mississippi Trade Mart. The Sale will begin at 11:30 a.m. in the Trade Mart. Commissioner Gipson will be joined by Dr. Gary Jackson, Director of the Mississippi State University Extension Service; Ted Kendall IV, Chairman of the Sale of Junior Champions Promotion Committee, and Kaleb Henry, State FFA Vice President.

The Dixie National Sale of Junior Champions is one of the highlight events of the Dixie National Livestock Show and Rodeo. In 2020, 1,619 4-H and FFA members from across Mississippi participated in the Dixie National Junior Round-Up Livestock Show showing 2,221 head of various livestock including pigs, sheep, cattle, and goats. The Junior Round-Up participants winning Champion and Reserve Champion for their market animals have the opportunity to sell their livestock at the Sale of Junior Champions auction. Last year, the sale of 46 animals grossed \$404,395, setting a new sales record, and thirty-seven scholarships totaling \$58,500 were awarded. Over the past 51 years, the sale has grossed over \$7.6 million. Since the first scholarships were given in 1993, over 720 scholarships have been awarded to various 4-H and FFA members totaling \$949,700.

This sale promotes both 4-H and FFA livestock programs in Mississippi as well as other economic, educational and personal development opportunities for the youth in state. The Sale of Junior Champions helps students earn money for college, as well as helps them to develop a wide host of skills. The youth participating in the livestock show spend months raising and caring for their livestock teaching them the value of hard work and responsibility.

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