



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

ANDY GIPSON
COMMISSIONER

PRESS RELEASE

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Ribbon Cutting Marks Grand Opening of New Genuine MS® Store at the Mississippi Farmers Market

JACKSON, Miss. – Today, Commissioner of Agriculture and Commerce Andy Gipson cut the ribbon to the new Genuine MS® Store at the Mississippi Farmers Market in downtown Jackson. Commissioner Gipson was joined by several members of the Genuine MS® program.

“We’re excited to open the new Genuine MS® Store as a permanent retail shop in the Mississippi Farmers Market,” said Commissioner Gipson. “MDAC established the Genuine MS® program with one goal in mind - to recognize and promote all the incredible products we have right here in the great State of Mississippi. This store is the culmination of countless hours of outreach, recruitment and hard work put in to accomplish that very goal.”

The Mississippi Department of Agriculture and Commerce (MDAC) launched the Genuine MS® program in July of 2018 to promote products grown, raised, crafted and made in Mississippi as well as increase the sales and trade opportunities of Mississippi products. The program currently has over 200 members across the state, with products ranging from specialty food and beverages to produce, leather goods, house décor items and manufactured items.

During the 2020 Mississippi State Fair, 2021 Dixie National Rodeo and Livestock Show and briefly at the Mississippi Farmers Market during the holidays, MDAC hosted a pop-up Genuine MS® Store to further promote members’ products. Due to its overwhelming success, the Genuine MS® Store has officially been made into a permanent fixture at the farmers market. Shoppers can find over 170 Genuine MS® products.

“Shopping here is a great way to support our Mississippi farmers, crafters, entrepreneurs and small business owners. So, I encourage everyone to shop ‘genuine Mississippi’ products at our new Genuine MS® Store. Shoppers will find over 170 Genuine MS® products,” said Commissioner Gipson.

The store, located inside the Mississippi Farmers Market at 929 High Street in Jackson, will be open from 8:00 a.m. to 1:00 p.m. every Saturday when the market is open. For additional information about the Mississippi Department of Agriculture and Commerce’s Genuine MS® program, visit www.guinemms.com or follow Genuine MS® on Facebook.

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Photo attached.



Today, Ag Commissioner Andy Gipson cut the ribbon to the new Genuine MS® Store at the Mississippi Farmers Market in downtown Jackson. Pictured left to right: Chuck Rhoads with Rhoads Design, Brandon, MS; Lane Milton, director of the Genuine MS® program; Commissioner Gipson; Nathan Sanford with The Grumpy Man, Purvis, MS; and Doug Eltzroth with Northshore Specialty Coffee, Jackson, MS.