



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

CINDY HYDE-SMITH
COMMISSIONER

PRESS RELEASE

FOR IMMEDIATE RELEASE: September 29, 2014

Contact: Chaille Clements, Communications and Marketing Specialist
Phone: (601) 359-1140
E-mail: chaille@mdac.ms.gov

MDAC Launches New Mobile App to Celebrate Agritourism Month

Family friendly fun is right around the corner in the form of pumpkin patches, corn mazes, hayrides, and other sorts of outdoor entertainment as Mississippi celebrates October as Agritourism Month. While many agritourism operations offer activities year-round, the peak season is quickly getting underway as farms throughout the State will be opening their gates to countless visitors over the fall months.

Agritourism is defined as business operations on a working farm, ranch, or other agricultural enterprise that offers an educational and fun experience for visitors while generating supplemental income for the owner. Simply put, it is where agriculture meets tourism! These operations provide an avenue to educate visitors on Mississippi's top industry of agriculture and include a variety of unique opportunities for visitors such as u-picks, petting zoos, demonstration farms, festivals, and much more. Agritourism is also beneficial to state and local economies. As the fastest growing sector in both the agriculture and tourism industries, agritourism generates an additional \$150 million in the State of Mississippi annually.

In celebration of October being Agritourism Month, the Mississippi Department of Agriculture and Commerce (MDAC) has launched a new mobile app to promote agritourism. The mobile app is an easy to use tool for discovering and locating agritourism operations in Mississippi. The app gives a description of the farms as well as locations and directions of how to navigate there. Mobile app users can also find events taking place at the farms and receive notifications when events are taking place near them, if they so choose. The app is available free for download from the Apple Store and Android Store directly to smart phones, iPads, and tablets.

Agritourism is about outdoor fun, education, and entertainment on a working farm. It also provides our farmers and landowners with a unique opportunity to demonstrate the importance of Mississippi's largest industry – agriculture. To discover more about Agritourism, visit www.msagritourism.org or download the mobile app.

###



Family friendly fun is right around the corner in the form of pumpkin patches, corn mazes, hayrides, and other sorts of outdoor entertainment as Mississippi celebrates October as Agritourism Month. Download the newly released Mississippi Agritourism Mobile App on your Apple and Android devices to discover and locate agritourism operations in the State.