



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

ANDY GIPSON
COMMISSIONER

MEDIA ADVISORY

For July 6, 2018

**Contact: Paige Manning, Director of Marketing and Public Relations
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What: Genuine MS Program Announcement

Who: Commissioner of Agriculture and Commerce Andy Gipson

**When: Tuesday, July 10, 2018
Doors open at 4 p.m.
Program begins at 4:15 p.m.**

**Where: Mississippi Agriculture and Forestry Museum
Sparkman Building
1150 Lakeland Drive
Jackson, Mississippi 39216**

Commissioner of Agriculture and Commerce Andy Gipson to Announce New State Branding Program

Commissioner of Agriculture and Commerce Andy Gipson will announce the new state branding program, Genuine MS, to the public on Tuesday, July 10 at 4 p.m. at the Mississippi Agriculture and Forestry Museum's Sparkman Building. Gipson will present the Genuine MS program at 4:15 p.m.

Genuine MS was developed by the Mississippi Department of Agriculture and Commerce to identify and promote products proudly created or produced by Mississippi farmers, artisans, entrepreneurs and manufacturers. The purpose of the Genuine MS program is to increase public awareness of Mississippi's farm, food, crafted and fabricated products by branding them as Genuine MS.

The website, GenuineMS.com, serves as a centralized location featuring members' products, while connecting consumers across the globe with the people and places that grow, raise, craft and make Genuine MS products. The program allows member companies to share their unique stories in an effort to increase consumer awareness of their products. Genuine MS shows our state pride and keeps our economy strong.

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