



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

ANDY GIPSON  
COMMISSIONER

## **PRESS RELEASE**

**For July 11, 2019**

**Contact: Paige Manning, Director of Marketing and Public Relations  
Mississippi Department of Agriculture & Commerce  
Phone: (601) 359-1163  
E-mail: [paige@mdac.ms.gov](mailto:paige@mdac.ms.gov)**

### **Genuine MS Celebrates One Year Anniversary**

Commissioner of Agriculture and Commerce Andy Gipson is excited to announce that this week marks one year since the official launch of the state branding program, Genuine MS. Genuine MS was developed to identify and promote products proudly created or produced by Mississippi farmers, artisans, entrepreneurs, and manufacturers. The purpose of the 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](http://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.

"This has been a great year for Genuine MS. This program is still in its infancy, and our team is working hard to increase membership and raise brand awareness," remarked Commissioner Gipson. "I encourage those with products grown, raised, crafted, or made in Mississippi to join so we can promote your products and help tell your story."

Over the past year, Genuine MS has grown to include members from across the state whose diverse product offerings span from Mississippi farm-raised catfish and produce to skincare products and industrial generators. The Mississippi Department of Agriculture and Commerce has developed several initiatives through the program to promote various agricultural sectors including the Genuine MS Christmas Tree Promotion and the upcoming Genuine MS Agritourism Passport Program, which will launch this fall.

Those wanting to learn more about Genuine MS can listen to the Genuine MS Summer Podcast Series as Commissioner Gipson talks with Genuine MS farmers, ranchers, crafters, and manufacturers as they tell the stories behind their farms, businesses, and the unique products they offer. The podcast can be conveniently accessed on the Genuine MS website ([GenuineMS.com/podcast](http://GenuineMS.com/podcast)), Soundcloud, Stitcher and iTunes. Episodes are updated weekly throughout the summer.

For more information about Genuine MS products, its members, or becoming a member, visit [GenuineMS.com](http://GenuineMS.com) or contact the Mississippi Department of Agriculture and Commerce's Market Development Division at (601) 359-1159 or [Info@GenuineMS.com](mailto:Info@GenuineMS.com). Follow Genuine MS on Facebook and Instagram at @GenuineMississippi or on Twitter at @GenMississippi for the latest updates.

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