



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

ANDY GIPSON  
COMMISSIONER

# **PRESS RELEASE**

**For August 5, 2019**

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## **Commissioner Gipson Hosts Genuine MS Podcast Featuring Guests from Yazoo City, Jackson, & Swiftown**

Commissioner of Agriculture and Commerce Andy Gipson celebrates National Catfish Month with the sixth episode of the Genuine MS Podcast, a podcast series that has been providing a conversational platform for the state branding program's members to discuss their businesses and their personal experience in their respective industries.

Episode 6, *Reelin' It In*, delves into Mississippi's catfish industry, which is the leading aquaculture industry in the United States. Commissioner Gipson explores topics pertaining to the catfish industry with farmers and experts as they share their stories and experiences with listeners. Guests include Katy Simmons Prosser, Marketing and Brand Development with Simmons Farm Raised Catfish in Yazoo City; Chris McGlawn, President of Catfish Farmers of Mississippi of Swiftown; Roger Barlow, President of The Catfish Institute and Vice President of the Catfish Farmers of America; and Jeremy Robbins, Vice President of The Catfish Institute.

"It was a pleasure to have the opportunity to talk to those that are leading the way in moving the catfish industry forward. I encourage everyone to take a few moments and tune in to learn more about this unique agriculture industry and how Mississippi leads the nation in catfish production," said Commissioner Gipson.

Listeners can visit the Genuine MS website ([GenuineMS.com/podcast](http://GenuineMS.com/podcast)), Stitcher, Spotify, and SoundCloud to listen to the podcast. Currently, there are six episodes produced in the series. Subsequent episodes will be released throughout the summer.

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.

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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**Photo attached.**



**Commissioner of Agriculture and Commerce Andy Gipson explores the state’s catfish industry on the Genuine MS podcast with guests (left to right) Jeremy Robbins, Vice President of The Catfish Institute; Roger Barlow, President of The Catfish Institute and Vice President of the Catfish Farmers of America; Chris McGlawn, President of Catfish Farmers of Mississippi of Swiftown; and Katy Simmons Prosser, Marketing and Brand Development with Simmons Farm Raised Catfish in Yazoo City.**