



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

ANDY GIPSON
COMMISSIONER

PRESS RELEASE

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Ag Commissioner Andy Gipson Hosts Genuine MS Podcast Featuring Guests from New Albany, Oxford & Collins

Commissioner of Agriculture and Commerce Andy Gipson embraced the opportunity to share the stories behind the Genuine MS products featured in the Genuine MS podcast Episode 7 - gelato, baked desserts, and seasonings. The podcast has been an ongoing effort by Genuine MS to raise awareness about the program and its members. It will continue to run throughout the summer.

Episode 7, *Sugar and Spice and Southern Delights*, delves into Genuine MS's crafted foods category and highlights the fact that there are several local options for shoppers when they are dining out, purchasing items to cook at home, or visiting local bakeries. In particular, Commissioner Gipson spotlights Genuine MS members Mary Jennifer Russell of Sugaree's Bakery in New Albany, Hugh Balthrop of Sweet Magnolia Gelato Co. in Oxford, and Joan Anderson of C.J.'s Southern Seasonings in Collins.

"In this episode, I was able to get different perspectives from Genuine MS members in the crafted category. These members are from varying parts of the state," Gipson stated. "The way we cook and prepare desserts in the South is amazing, but these members have gone above and beyond in creating food and seasonings that make me even prouder to call Mississippi home. Everyone needs to tune in to hear about this intelligent group of entrepreneurs who have real Mississippi products that are enjoyed by many in the southeast and beyond."

Listeners can visit the Genuine MS website (GenuineMS.com/podcast) or tune in on Stitcher, Spotify, and SoundCloud to hear this episode of the podcast. Previous podcast episodes can be located on these platforms as well. Listeners can expect new episodes on a weekly basis throughout the season.

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 or contact the Mississippi Department of Agriculture and Commerce's Market Development Division at (601) 359-1159 or 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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