



**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 Tylertown and Ruth

Commissioner of Agriculture and Commerce Andy Gipson rolls into episode nine of the Genuine MS Podcast featuring Genuine MS entrepreneurs and their products. The podcast highlights business owners, their respective industries, and their products, all of which are grown, raised, made, or crafted in Mississippi.

In episode nine, *Mississippi on the Mooove*, Commissioner Gipson discusses the Mississippi dairy industry with Genuine MS members: Doug Popwell of Popwell Dairy in Tylertown, Larry Martin of L&M Dairy in Tylertown, and Julie Ard James of Ard's Dairy Farm in Ruth. The dairy farmers discussed how milk is produced, life on the dairy farm, and dairy industry trends.

"This episode shines light on what all goes into getting milk from the farm to our cup," Commissioner Gipson said. "Dairy farming is hard work. As our listeners will hear, dairy farming is not just an occupation; dairy farming is a way of life."

Listeners can hear this episode and previous ones by visiting the Genuine MS website (GenuineMS.com/podcast) or tuning in on Stitcher, Spotify, or SoundCloud.

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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Photo Attached.



Commissioner of Agriculture and Commerce Andy Gipson (far right) prepares for the ninth episode of the Genuine MS Podcast, *Mississippi on the Mooove*, featuring dairy farmers (left to right) Larry Martin of L&M Dairy and Doug Popwell of Popwell Dairy, both of Tylertown, along with Marc Lefler, Partner/Creative Director with Maris, West & Baker, and Julie Ard James of Ard's Dairy Farm in Ruth (not pictured).