

Subpart 2-Administrative Rules
Chapter 05-Make Mine Mississippi Guidelines

Title and Purpose

100 The Mississippi Agricultural Promotions Program shall operate under the title/logo *Make Mine Mississippi* for the purpose of increasing consumer awareness and expanding markets for Mississippi's agricultural products.

Source: *Miss. Code Ann.* §69-45-9.

Program Administration

101 In accordance with Sections 69-45-1 et. seq., the Mississippi Department of Agriculture and Commerce Market Development Division ("the Division") shall determine and register willing and qualifying companies, organizations, groups, and individuals to become members of the program.

Source: *Miss. Code Ann.* §69-45-9.

102 In order to be qualified, companies must be an active member of the "Make Mine Mississippi" program, which requires 51% of the product to be manufactured, processed, and/or grown in Mississippi.

Source: *Miss. Code Ann.* §69-45-9.

103 Pursuant to Sections 69-45-7 et seq., funds appropriated into the "Mississippi Agricultural Promotions Fund" by the Legislature shall be utilized in a program called the Cooperative Promotions Program.

Source: *Miss. Code Ann.* §69-45-9.

104 A company meeting the Cooperative Promotions Program qualifications may receive an application packet for matching funds, as available and appropriated by the Mississippi Legislature. Matching funds will be made on a reimbursement-basis.

Source: *Miss. Code Ann.* §69-45-9.

100 Ineligible participants in the Cooperative Promotions Program are as follows: government agencies, retailers, media companies/advertisers, and service companies.

Source: *Miss. Code Ann.* §69-45-9.

106 Due to a limited supply of funds, each qualifying member company may not receive funding.

Source: *Miss. Code Ann.* §69-45-9.

107 To be considered, a company seeking matching funds must submit its application within the stated period, as specified by the Division in the application packet.

Source: *Miss. Code Ann.* §69-45-9.

108 Each application, which meets the stated time deadline, will be evaluated and weighted against other applicants with emphasis on the company's product in relation to its impact on Mississippi agriculture, as well as the company's willingness to include logo on product or packaging.

Source: *Miss. Code Ann.* §69-45-9.

109 A company selected to receive funding must send in a claim for reimbursement of eligible funds expended during the current fiscal year by a date to be determined by the Division on an annual basis. The company may be reimbursed up to the allowable amount in accordance with program guidelines.

Source: *Miss. Code Ann.* §69-45-9.

110 For a company's expenditures to be eligible for reimbursement, the company must have applied for the funds and received approval before conducting any activities.

Source: *Miss. Code Ann.* §69-45-9.

111 A selected company must match the funding amount offered by the Division and, in no instance, may the Division's participation exceed 50% of the total funds expended on the approved activity.

Source: *Miss. Code Ann.* §69-45-9.

112 Companies that are funded must display the "Make Mine Mississippi" logo on the promotional product.

Source: *Miss. Code Ann.* §69-45-9.