

News Release

For Immediate Release

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SPELL GOES ON TOUR TO “MAKE MINE MISSISSIPPI”; VISITS TWO GOURMET ENTREPRENEURS IN PEARL RIVER COUNTY

(Picayune and Poplarville) Three weeks after announcing a new way to identify Mississippi products at the State Capitol for Ag Day, Commissioner of Agriculture and Commerce Dr. Lester Spell was in southwest Mississippi, thanking two Pearl River County success stories for saying “Make Mine Mississippi.”

In Poplarville, Spell visited Robicheaux’s Specialty Candy, Incorporated. Laura Robicheaux started the company seven years ago after retiring as an educator in suburban New Orleans. Since then they have been growing at a rate of 25% each year. They produce 24 different specialty candy products that are sold throughout the Southeastern United States, as well as New York and California.

In Picayune, Dr. Spell visited Paul’s Pastry Shop. A full retail bakery that makes everything from bread to wedding cakes, Paul’s is known all over the world for that staple of the Mardi Gras season, the King Cake. This Mardi Gras season, Paul’s sold 48,000 King Cakes and shipped them across the country, even to Alaska and Hawaii. Paul’s has been in business since 1970, and owner Sherry Paul Brown purchased the bakery from her parents in 1988.

“Both Paul’s Pastry Shop and Robicheaux’s Specialty Candy show the kind of diversity we have in Mississippi and the ‘Make Mine Mississippi’ program,” says Spell. “Both these businesses also highlight the role women play in our business community.”

It costs nothing for a company to join “Make Mine Mississippi”, but the products have to meet certain requirements. They have to be produced, processed or manufactured in Mississippi or use at least 51% Mississippi materials. In return, the company gets an identifiable logo they can place on their products and promotion through the Market Development Division of MDAC. Mississippi’s program is similar to others that have been very successful in states such as North Carolina and Louisiana.

(More)



Dr. Lester Spell and
Laura Robicheaux Owner of
Robicheaux's Specialty Candy



Dr. Lester Spell and
Sherry Paul Brown Owner of
Paul's Pastry Shop

Requirements For Products In The "Make Mine Mississippi" Program

- 1. The firm using the service mark must be registered with the Market Development Division of the Mississippi Department of Agriculture and Commerce (MDAC).**
- 2. The service mark may be placed or used for advertising only on products that are at least 51% produced, processed or manufactured in Mississippi.**
- 3. The service mark must be used in its entirety, with no deviation from graphic standards as provided.**
- 4. The service mark may be incorporated into packaging or labeling of a product, all promotional materials used in advertising, point-of-purchase displays and in the form of a pressure sensitive sticker.**
- 5. MDAC guarantees product origin only.**
- 6. The service mark may be promoted in any color.**
- 7. Violation of the above specifications may result in suspension of the right to use the *Make Mine Mississippi* logo.**

Results From Other States With Similar Programs

- Georgia has increased sales of products marked with the *Georgia. Always in Good Taste* logo by 5%-10%. Georgia program includes 200 companies**

- **70% of Tennessee residents surveyed said they would purchase a product with the *Pick Tennessee Products* logo as long as price and quality were similar**
- **North Carolina's *Goodness Grows in North Carolina* program has 700 producer/processors and 350 retailers participating**
- **Louisiana licenses 432 companies to use its *Certified CAJUN* and/or *CERTIFIED A product of Louisiana* logos**