

News Release

For Immediate Release

Date: March 26, 1999

Contact: Robert Lesley (601) 359-1135
robertl@mdac.state.ms.us

SPELL GOES ON TOUR TO “MAKE MINE MISSISSIPPI”; HATTIESBURG FOOD COMPANY IS FIRST STOP

(HATTIESBURG) After announcing a new way to identify Mississippi products at the State Capitol for Ag Day, Commissioner of Agriculture and Commerce Dr. Lester Spell is on the road thanking companies who have said “Make Mine Mississippi,” and recruiting others to the new program.

In Hattiesburg, Spell visited dry foods manufacturing firm Blendco and thanked them for being one of the first in the state to sign up for the “Make Mine Mississippi” program. “By placing the distinctive ‘Make Mine Mississippi’ logo on their products,” said Spell, “Mississippi consumers will be able to support products made by their neighbors here at Blendco.”

The logo will appear on Blendco products such as marinades, hush puppy mixes and the line of EZY-Time products. Blendco also makes seasonings for potato chips as well as the powdered form of the sports drink 10-K. “We joined, first of all, because we are proud that our products are made in Mississippi,” says Charlie McCaffrey, President of Blendco. “I think most Mississippians are proud of the fact that our state produces a wide variety of products.”

More than 90 companies have signed on to the “Make Mine Mississippi” program so far. It costs nothing for a company to join, 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. All signs indicate that Mississippi’s will be just as successful. “The response to the program has been tremendous,” says Dr. Spell. Charlie McCaffrey adds that many Mississippians may be surprised at the number of products produced here. “It will certainly increase awareness,” he says. “There are a lot of people here in Hattiesburg who have been buying our product for years and are not aware that it’s made right down the street.”

(More)

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**