



DEPARTMENT OF AGRICULTURE AND COMMERCE  
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COMMISSIONER

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**For Immediate Release**

**Distinctive “Ag Tags” Soon to Boost and Boast of Mississippi Agriculture**

As food and fiber produced overseas continues to be dumped in our country, the local agricultural economy suffers from unfair competition with foreign producers of cheaper, lower quality products. Mississippi farmers play a most important role in injecting dollars into the state economy and feeding and clothing Americans. Agriculture has always been and continues to be the backbone of Mississippi. The security of our nation is dependent on the availability of locally produced food and fiber, and Mississippi agriculture holds great potential for helping sustain food supply in the United States. Mississippi farmers need support as new challenges and opportunities are certain to emerge.

Advocates of Mississippi agriculture will be able to demonstrate their support by purchasing a distinctive license plate, the “Ag Tag.” In celebration of Mississippi’s number one industry, Mississippi Agriculture Commissioner Lester Spell announced the creation of the new tag, with proceeds going towards proactive marketing campaigns for Mississippi agricultural products and related services.

“This provides an easily accessible way for Mississippians to visibly express their support for agriculture,” Commissioner Spell said. “In Mississippi, agriculture is the number one industry, so the more we can work towards promoting, marketing, and developing Mississippi products, the better it will be for the entire state economy. For a reasonable price, Mississippians can contribute to a fund designed solely to promote agriculture resources produced right here in Mississippi.”

The cost for the “Ag Tag,” with an assigned plate number by the Department of Motor Vehicles, is Thirty Dollars (\$30.00), and is in addition to the regular license plate fee each year as long as the owner retains the distinctive license plate. Revenues collected from tag sales will go directly towards hands-on promotional projects conducted by the Market Development Division at MDAC.

Twenty-four dollars (\$24.00) of each additional fee on the distinctive license tags will be deposited into a special fund created in the State Treasury known as the “Agricultural Distinctive License Tag Fund.” Monies in the fund may be expended by the Mississippi Department of Agriculture and Commerce for the promotion of Mississippi agriculture and related services. Other beneficiaries of the proceeds include the Mississippi Firefighters Memorial Burn Center Fund, the State Highway Funds and the Special License Tags or Plates Fund.

For questions or additional information about the new distinctive “Ag Tag,” please contact the Market Development Division of the Mississippi Department of Agriculture and Commerce at (601) 359-1159.