



DEPARTMENT OF AGRICULTURE AND COMMERCE  
LESTER SPELL, JR., D.V.M.  
COMMISSIONER

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## PRESS RELEASE

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FOR IMMEDIATE RELEASE:

### **Growing Farmers for Growing Markets**

**Jackson, Miss.** – Lester Spell, Commissioner of Agriculture, has announced a cooperative effort between the Mississippi Department of Agriculture and Commerce, the Mississippi State University Extension Service, the Mississippi Fruit and Vegetable Growers Association, and the National Center for Appropriate Technology to sponsor a three-part series of workshops to inform potential and current fruit and vegetable growers how to grow for and sell at farmers' markets. The three-part series of workshops will be held February 10, February 24, and March 10 from 8:00 a.m. until 5:00 p.m. at the Lodge at the Mississippi Agriculture and Forestry Museum in Jackson.

Local direct marketing provides growers with a lucrative opportunity to sell directly to consumers at retail prices. Farmers' markets are growing in popularity and in number as consumers are becoming more health conscious and aware of the benefits of buying fresh, locally grown produce. Recently, Mississippi has seen an increase of farmers' markets with the addition of the Mississippi Farmers' Market located in Downtown Jackson and several other markets throughout the state. These markets are poised to be successful local markets, but more growers are needed to supply a variety of products to satisfy the needs of the consumer.

This three-part series will discuss a wide range of fruit and vegetable crops that can be grown in Mississippi including both warm and cool season crops. Participants will have the opportunity to learn from professionals, various farmers' market managers from across the state, and other successful growers. The registration fee for the series of three workshops is \$35. Lunch will be provided. Registration forms can be found on the following websites: <http://www.mdac.state.ms.us> and <http://www.msfruitandveg.com>. For additional information or to obtain a registration form, contact John Campbell at (601) 354-6573 or [johnca@mdac.state.ms.us](mailto:johnca@mdac.state.ms.us).

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