



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

PRESS RELEASE

Contact: John Campbell, Market Manager
(601) 354-6573
E-mail: johnca@mdac.state.ms.us

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Fruit and Veggies – More Matters Initiative Kicking Off at Mississippi Farmers Market

The Mississippi Farmers Market is hosting a kick-off event for the Fruit and Veggies – More Matters Initiative that is being launched by the Mississippi Department of Health on Saturday, April 28 beginning at 9:00 a.m. Representatives from the Mississippi Department of Health will be on hand to provide practical tips on how to incorporate more fruits and vegetables in your family's diet, nutritional information, and recipes to make fruits and vegetables everyone's favorite. Chefs from the Mississippi Delta Community College Culinary School will demonstrate how to cook delicious meals using local produce, and performers from Center Stage will provide entertainment. Customers can expect to find locally-grown strawberries, sweet potatoes, tomatoes, fresh herbs, landscape and garden plants, homemade pies and cakes, and other Mississippi made products at the market.

Today, more than 90 percent of all Americans do not eat the recommended amount of fruits and vegetables. Fruits and Veggies – More Matters is a new health initiative seeking to educate consumers on ways to add more fruits and vegetables into their daily routines. The Mississippi Department of Health is one of the organizations nationwide launching the new initiative. For more information about the program, visit the website: www.HealthyMS.com.

The new Mississippi Farmers Market located at 929 High Street next to the Fairgrounds is open Tuesday and Thursday from 9:00 a.m. until 6:00 p.m. and Saturdays from 9:00 a.m. until 2:00 p.m. Come early, for the best selection.

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