



DEPARTMENT OF AGRICULTURE AND COMMERCE
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COMMISSIONER

Press Release

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FOR IMMEDIATE RELEASE:

September 18, 2007

- What:** Sweet Potato Day – A celebration of Mississippi grown sweet potatoes with live entertainment, good food, balloons for the kids, door prizes, and vendor giveaways.
- When:** Saturday, September 29 from 9:00 a.m. – 2:00 p.m.
- Where:** Mississippi Farmers Market
929 High Street next to the Fairgrounds

The Mississippi Farmers Market Celebrates Mississippi Sweet Potatoes

On Saturday, September 29, beginning at 9:00 a.m., the Mississippi Farmers Market is celebrating Mississippi sweet potato season. This is one of the most anticipated days of the season, so stop by and stock up on premium Vardaman sweet potatoes for the holidays. Festivities on that day include free samples of sweet potato ice cream, unique sweet potato dishes, and your chance to win some fabulous door prizes.

Sweet Potato Sweets Baking Company will be selling their famous sweet potato pies, bread, cookies, and fudge. Customers will have the opportunity learn about sweet potato production in Mississippi and its importance to our state. This is also a great time to browse the market and purchase other fresh Mississippi grown produce. Artisans, craftsmen, and specialty food vendors will be sure to meet all of your shopping needs. So make plans to come on down to the farmers market and get a big box of Vardaman sweet potatoes just in time for the upcoming holidays.

The Mississippi Farmers Market is located at 929 High Street next to the Fairgrounds is open Tuesday and Thursday and Saturday beginning at 9:00 a.m. Come early for the best selection. You never know what exciting things you will find at the Mississippi Farmers Market.

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