



**STATE OF MISSISSIPPI
DEPARTMENT OF AGRICULTURE AND COMMERCE**

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COMMISSIONER

PRESS RELEASE

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FOR IMMEDIATE RELEASE:

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America's Farmers Mobile Experience Exhibit Open to Visitors on the Fairgrounds

America's Farmers Mobile Experience Exhibit, sponsored by Monsanto, is now open to visitors from 10:00 a.m. to 8:00 p.m. on the Mississippi Fairgrounds in Jackson and will remain open through 5:00 p.m. February 12. The new Mobile Experience is a traveling 53-foot trailer that expands into 1,000-square feet of exhibit space that immerses visitors in the lives of America's farm families. Commissioner of Agriculture, Cindy Hyde-Smith adds, "This provides a great learning opportunity for not only those visiting the 2012 Dixie National Livestock Show and Rodeo but for all who are interested in where their food comes from as well."

Through the 24-minute guided tour, visitors are educated on the challenges that farmers face each day meeting the demands of the rapidly increasing world population and the role that technologies such as biotechnology, seed breeding, and agronomics play in overcoming these challenges. The Exhibit features several interactive activities and is equipped with a theater area where visitors experience the life of an American farm family. Since its inception in 2011, the Exhibit has traveled to over 50 cities with more than 30,000 visitors.

Visitors can tour the Exhibit, located on the Fairgrounds near the Trade Mart, from 10:00 a.m. to 8:00 p.m. each day. The exhibit will close at 5:00 p.m. on February 12. For more information about the America's Farmers Mobile Experience Exhibit, visit <http://www.americasfarmers.com>.

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