



SAVING GOAT MILK

Mississippi Center for Public Policy launched an overnight marketing campaign to stop legislation that would criminalize the sale of goat milk

The state allows limited sale of goat milk. That was too much for some.

Despite being a rural state, Mississippi isn't exactly known for being friendly to food freedom.

While some states allow consumers to purchase raw cow milk from a farmer, no such right exists in Mississippi. The only exception is for the sale of goat milk, but even that is limited.

A farmer must have less than 10 goats and can't advertise what they are selling. In reality, this is no threat to dairy farm operations. Yet, the House Agriculture Committee was determined to remove this sliver of freedom.

They just wanted to do it quietly. And they probably would have if it wasn't for Mississippi Center for Public Policy's marketing strategies.

Very quickly, Mississippians began to hear about this bill through social media. Lawmakers Facebook pages were bombarded with upset constituents.

And just as quietly, the bill died.

BACKGROUND: The legislature tried to ban the sale of goat milk.

NOTIFYING THE PUBLIC: While this wasn't a bill on our radar, when we heard about the threat at MCPPP, we viewed this as a threat to individual liberty. Something that is worth defending, whether you consume goat milk or not. We instantly reviewed the bill on our Good Policy/ Bad Policy page.

INSTANT ATTENTION: Without spending money on advertising, that story became our *third* most read post of 2020.

RECOGNITION: This marketing campaign was nominated for a State Policy Network *Communications Excellence Award*.



A sip of fresh goat milk



The Review provides you with the latest from the past week at Mississippi Center for Public Policy and the Mississippi Justice Institute.

Bill to ban goat milk advances. Why?



House Bill 609, sponsored by Rep. Bill Pigott, would outlaw the sale of goat milk in the state. Those who violate the law could be sentenced to days in jail and pay fines up to \$500.

For selling goat milk. This also has the potential to criminalize cottage food operators who sell products using goat milk. This bill has passed the House Agriculture Committee, which Pigott chairs, is now headed to the Public Health Committee for consideration. Like all general bills, it has a March 3 deadline for action.



by Brett Kittredge | Monday July 6, 2020 | Individual Liberty



The limited sale of goat milk will remain legal in Mississippi after an early session attempt to ban the sale came up short.

House Bill 609, sponsored by Rep. Bill Pigott, who is the House Agriculture Committee Chairman, would have removed the current exemption that allows the sale of goat milk. Those who violated the law and continued to sell goat milk could have been sentenced to 60 days in jail with fines of up to \$500.