



## South Carolina DEPARTMENT OF AGRICULTURE

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### **Pork Powered by Soy Returns to Carolina Country Music Fest**

**MYRTLE BEACH-** South Carolina pork and soybean farmers are partnering with the Carolina Country Music Fest (CCMF) again this year to promote the Pork Powered by Soy campaign. The 3<sup>rd</sup> annual Carolina Country Music Fest is June 9-11, with the McDonald's Kick-Off Concert featuring Montgomery Gentry and Brett Young on Thursday, June 8.

This year's festival will feature over 30 of country music's most popular recording artists including Kenny Chesney, Jason Aldean, Billy Currington, Big & Rich, and South Carolina's own, Lee Brice and Darius Rucker.

While enjoying the festival, country music fans will have the opportunity to learn more about agriculture, South Carolina's largest industry, and get their hands on Pork Powered by Soy giveaways. Animal agriculture supports 18,660 jobs and accounts for over \$2 billion in revenue each year. Animal agriculture is the largest consumer of soybean meal in the United States, making partnerships like the one between SC pork and soybean farmers mutually beneficial.

The Carolina Country Music Fest is at the Burroughs and Chapin Pavilion Place, 812 North Ocean Boulevard in Myrtle Beach, SC. For full concert details and to purchase tickets to this year's festival, visit [carolinacountrymusicfest.com](http://carolinacountrymusicfest.com). To learn more about Pork Powered by Soy and to keep up with the SC pork and soybean boards at CCMF, like Pork Powered by Soy on Facebook!

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