



South Carolina Department of Agriculture
Hugh E. Weathers, Commissioner

Media Contact:

Laura Lester, 803- 331-9504, llester@scda.sc.gov
Sally McKay, 803-734-2196, smckay@scda.sc.gov

FOR IMMEDIATE RELEASE – June 4, 2018

Carolina Country Music Fest Powered by Pork Powered by Soy

MYRTLE BEACH – South Carolina pork and soybean farmers are partnering with the Carolina Country Music Fest (CCMF) to promote the Pork Powered by Soy campaign during the fourth annual festival in Myrtle Beach June 7-10.

The SC Pork Board (SCPB), SC Soybean Board (SCSB) and Smithfield Grain will offer country music fans the opportunity to show support for the state’s pork and soybean farmers by learning about South Carolina’s agricultural industry and the partnership between the SC pork and soybean checkoff boards.

Pork Powered by Soy is a collaborative effort between the SCPB and SCSB to educate South Carolinians about where their food comes from, the connection between pork and soy, and the important role pork and soybean farmers play in South Carolina’s #1 agribusiness industry.

This year’s festival will showcase more than 30 of country music’s top recording artists, including Toby Keith, Luke Bryan, Zac Brown Band, Brett Eldredge and Old Dominion.

The Carolina Country Music Fest will be held at the Myrtle Beach Boardwalk within the Burroughs and Chapin Pavilion Place. For full concert details and to purchase tickets, visit 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.

###