



GO TEXAN.®

TEXAS
DEPARTMENT
OF
AGRICULTURE



COMMISSIONER
SID MILLER



The Power of GO TEXAN





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- The Power of GO TEXAN generates widespread awareness among consumers searching for products grown, produced, processed or manufactured in the Lone Star State.
- Whether it's grown, sewn or served up on a plate, more than 26 million Texans shop, travel and dine out in support of Texas business and agriculture, looking for the GO TEXAN mark to light the way.
- GO TEXAN program was launched in 1999.



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A Local Movement



Why GO TEXAN?

GO TEXAN tells consumers you're local. Research shows Texas consumers want to buy Texan and support their state:

97% perceive the quality of Texas goods to be superior to non-Texas products

81% agree that buying **GO TEXAN** products is a reflection of Texas pride

81% make an effort to purchase local Texas products

72% say they would be influenced to purchase **GO TEXAN** products promoted at in-store events

GO TEXAN Memberships Include...

- Food & Beverage products
- Restaurants
- Farms & Ranches
- Farmers Markets
- Nurseries
- Wildlife Services
- Retailers
- Manufacturers
- Trade/Producer Associations
- Communities & Chambers
- Events



Member Survey Findings

- Estimated sales of \$642 million
- Economic impact of \$1.1 billion

Benefits of GO TEXAN



- Use of widely recognized brand distinguishing your business as Texas made
- Listing on website/mobile app for consumers/retailers who want to find local products
- Opportunities to be featured on social media, seen/shared by thousands of Texans
- Opportunity to network with other GO TEXAN members through e-newsletter and LinkedIn
- Discounted rates for advertising and trade shows/events
- Retail opportunities

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Website




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Search

[Home](#) | [About Us](#) | [Locate GO TEXAN](#) | [Experience GO TEXAN](#) | [Publications](#) | [For Members](#) | [Become A Member](#) | [Contact](#) | [Site Map](#)

(877) 99-GOTEX



GO TEXAN promotes
the products, culture
and communities that
call Texas home.



GO TEXAN Links

- Become A Member
- Become A Certified
- Farmers Market
- Restaurant Round-Up
- State Fair of Texas
- Texas Wine
- Wildlife
- International Marketing
- Texas Shrimp
- Market News
- Livestock Export Pens
- Agricultural Statistics
- GO TEXAN Merchandise
- Contact Us






I'm a Consumer LOOKING FOR

- Product Search
- Restaurant Search
- Recipes
- Texas Events
- E-Zines
- Wineries
- Farmers Markets
- Certified Retirement Communities
- TDA Quilt Collection


I'm a Member LOOKING FOR

- State Fair Participation
- GOTEPP Grant
- Event Opportunities
- Special Deals
- Infoletter
- GO TEXAN Mark Use
- Printer Information
- Member Resources
- Contact Information

Champion

CONNECT with Us



GO TEXAN Articles
GO TEXAN E-zines

Product Search

To find a GO TEXAN member, enter the product type into the box below. For example, if you are looking for Texas-made salsa, enter "salsa" in the field. The search will return a list of all members with "salsa" listed as a product. There is no need to enter the word "Texas" in your search; doing so may return results unrelated to your other key words.

Tip: You may also search by city, zip code, company name, brand name or business type. To search for exact matches to your search criteria, place the search term(s) in quotation marks.

10 Results per Page
[Advanced Search](#)
[Search Tips](#)

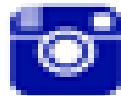
Search Results
 Displaying results for "food"
 Total Records Found: 441

[Download the search results to csv file](#)

Company Name	City	Phone Number	Website	Email
2 GRINDS CHUPASABRA	SAN ANTONIO	(830) 591-7964	WWW.2GRINDSALSAS.COM	BPPARIS2002@SCOLORAL.NET
A AND S SEASONING & GOURMET SPICE BLEND	IRVING	N/A	WWW.AESEASONINGS.COM	AESEASONINGS@GMAIL.COM
A DOOR RING DESIGN	AUSTIN	(512) 619-1607		N/A
A W PRODUCE CO	WEBLACO	(956) 447-8881	WWW.AWPRODUCE.COM	CHAD@AWPRODUCE.COM

GO TEXAN Social Media

- Facebook: 23,000+ Likes
- Twitter: 13,800+ Followers
- Instagram: 1,700+ Followers
- LinkedIn: 600+ Members





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GO TEXAN E-Marketing

- Monthly e-blasts
 - E-zine distributed to 21,000+ subscribers
 - Infoletter distributed to subscribing GO TEXAN members

**Go Local.
GO TEXAN.**

TEXAS FOOD, WINE, RESTAURANTS, RECIPES, GARDENING, STYLE & MORE ★ TEXAS DEPARTMENT OF AGRICULTURE | COMMISSIONER SID MILLER

Get to Know Your Agriculture Commissioner



Commissioner Sid Miller sat down with us to share his story about growing up in Comanche County, meeting his wife of 37

**“TEXAS
AGRICULTURE
Matters!”**

**Volume 4 Issue 7:
In This Issue**

GO TEXAN Mobile App

Available for iPhone & Android



Young Farmer Grant

- The purpose of this program is to provide financial to young agricultural producers that are engaged or will be engaged in creating or expanding an agricultural business in Texas.
 - ❧ Applicant must be between 18 and 45 years of age
 - ❧ Grant awards range from \$5,000 to \$10,000
 - ❧ Grant program offered twice per year (Spring and Fall)
 - ❧ Grant funds may not be used toward capital purchases that exceed \$5,000
 - ❧ Applicant must be able to make dollar-for-dollar matching expenditures
 - ❧ Grant funds will be award on a cost reimbursement basis
 - ❧ Costs must be within the term of the grant award

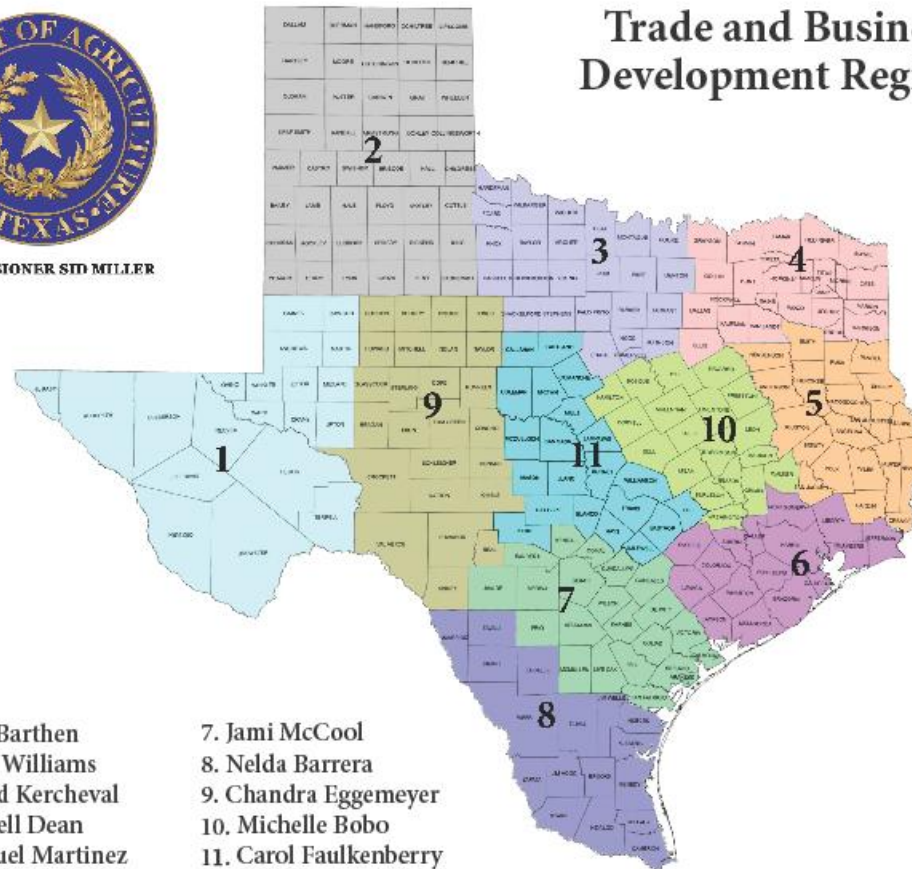
Texas Agricultural Finance Authority (TAFA)

- Agricultural Loan Guarantee
- Interest Rate Reduction
- Young Farmer Interest Rate Reduction
- Young Farmer Grant



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Trade and Business Development Regions



1. Rob Barthen
2. Matt Williams
3. David Kercheval
4. Darrell Dean
5. Manuel Martinez
6. Kristin Lambrecht

7. Jami McCool
8. Nelda Barrera
9. Chandra Eggemeyer
10. Michelle Bobo
11. Carol Faulkenberry

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