



SUSAN COMBS, COMMISSIONER

**TEXAS DEPARTMENT  
OF AGRICULTURE**

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CONTACT: ALLEN SPELCE  
BEVERLY BOYD  
(512) 463-7664

## **Texas Company Touts Success of Taking Lone Star Taste Nationwide with TDA Matching Fund Grant**

FLOYDADA— Texas has its own unique appeal, just ask David Carr, founder of TexasInaBox.Com, an e-commerce company that provides Texas food party packages to customers across the country.

Carr launched the business from his hometown of Floydada just over a year ago, utilizing matching funds awarded by the Texas Department of Agriculture's GO TEXAN Partner Program to help advertise and promote the company's Texas products and brand – an effort that has led to a dramatic increase in nationwide attention.

"In our first six months, we exported 44 percent of our orders outside of Texas," Carr said. "That percentage jumped to 82 percent in our second six months, and for the first time in July, over 90 percent of our orders were shipped outside of Texas."

GOTEPP is a dollar-for-dollar matching fund program to promote Texas agricultural products and commodities. It was established by the Texas Legislature in 1999 and creates partnerships between TDA and producers, commodity groups, cooperatives and small businesses. TexasInaBox.Com was awarded a matching grant in July 2000 to help fund magazine advertisements, website development and an e-mail campaign.

"GOTEPP doubles the money available to promote Texas agricultural products," said Agriculture Commissioner Susan Combs. "It's about putting our money and our heads together to market Texas and the vast array of products made and grown here."

TexasInaBox.Com sells mail-order Texas heat-and-eat food packages that include items such as brisket, ribs and sausage, barbecue sauce, fruit cobbler, Texas-themed decorations and gift items. Over 90 percent of the firm's goods are produced in Texas.

"One of my goals when I started TexasInaBox.Com was to export Texas culture," Carr said. "Food is where we chose to start."

In addition to customers in the United States, the company also has shipped products internationally. It accepts orders 24 hours a day via its Internet website at [www.TexasInaBox.Com](http://www.TexasInaBox.Com) or by telephone at (877) 987-3324.

For more information on the GO TEXAN Partner Program, contact Debbie Wall, TDA's funding coordinator for Marketing Promotion, at (512) 463-7731 or [debbie.wall@agr.state.tx.us](mailto:debbie.wall@agr.state.tx.us). Members of TDA's GO TEXAN campaign to promote Texas agricultural products are eligible to apply. Information can also be found at the GO TEXAN website: [www.gotexan.org](http://www.gotexan.org).

*All TDA press  
releases are also  
available via the  
Internet at  
[www.agr.state.tx.us](http://www.agr.state.tx.us)*