

Texas Department of Agriculture

Media/Press

Matching Funds Awarded to 23 Projects Promoting Texas Agricultural Products

AUSTIN *June 26, 2002* — Agriculture Commissioner Susan Combs announced today that 23 projects designed to increase the sales of Texas agricultural products have been awarded matching fund grants through the Texas Department of Agriculture's GO TEXAN Partner Program (GOTEPP).



The combined cost of the projects is approximately \$940,000, including the amount contributed by each grantee and the matching funds provided by GOTEPP. Promoted products will include a diverse array representing Texas food, fiber, horticulture and livestock.

"With creative ideas and a willingness to invest in the success of Texas products, these projects show that Texans are standing up to the challenge of any economic slow-downs," Combs said. "At times like this we need to work harder than ever to keep Texas growing. Our farmers and ranchers deserve nothing less. We look forward to seeing the impact all of these projects will have on increasing sales, creating new jobs and building an ever greater awareness of what our state has to offer."

GOTEPP is a matching fund program open to producers, commodity groups, cooperatives and small businesses that are members of GO TEXAN, the Texas Department of Agriculture's unified campaign marketing Texas agricultural products. The program is designed to help offset the cost for promoting Texas agricultural products.

The GOTEPP Advisory Board awarded funding to the following recipients at its meeting June 18. Project amounts include the total cost, including the matching contribution from GOTEPP.

Beefmaster Cattlemen L.P., Huntsville, \$120,000 for radio advertisements in Houston, Dallas and Fort Worth to promote Nolan Ryan's Tender Aged Beef. The guaranteed-tender lean beef is a GO TEXAN Beef product. Cattle are raised and fed in Texas. Beefmaster Cattlemen is a Texas Limited Partnership with more than 35 investors, the majority of whom are Texas beef producers.

Belle Brook Farms Natural Beef, Nacogdoches, \$25,332 to promote the company's all-natural Texas-raised Belgian Blue beef products through a new Web site, mail order catalogs and attendance at the National Nutritional Foods Association's national and regional conventions.

H-E-B Central Market, Austin, \$156,079 for full-page newspaper advertisements and in-store demonstrations showcasing Texas-grown produce and flowers. The advertisements will run in five major Texas markets, with a total circulation of more than 1.6 million readers. Central Market stores in Austin, San Antonio, Houston, Dallas, Fort Worth and Plano will also conduct a special "Farmers Market" event to highlight local GO TEXAN growers of produce and flowers. In the fall, an advertisement will be run in Dallas to promote Texas-grown winter vegetables and a Winter Soup

promotion at the new Dallas stores featuring Texas-grown vegetables and farmers.

Designs by Pat, Waller, \$22,804 to promote apparel utilizing Texas natural fibers and leather through trade show attendance and magazine advertisements. Designs by Pat is owned by designer Pat Dahnke, named the Texas Natural Fiber Designer of the Year for the second year in a row. The award, presented by the Texas Department of Agriculture, is voted on by retailers and manufacturers. Dahnke will attend trade shows in Dallas, Las Vegas, Denver, New York and Chicago to promote her line of Texas natural fiber women's apparel.

Dreyer's Grand Ice Cream, Houston, \$69,960 for an education and awareness campaign to inform consumers that their Dreyer's Grand Ice Cream is Texas-made. The campaign will include billboards, radio advertising and in-store samplings and demonstrations. Dreyer's Texas Operations Center is in Houston and employs more than 500 Texans. Texas dairy farmers provide 70 percent of the milk used for product.

Lampo Water Service, Bryan, \$10,320 for radio and television advertisements in Bryan-College Station to promote the company's natural spring water, collected from a spring in East Texas. Radio advertisements will run during Texas A&M University baseball games and will promote the natural water.

The Magic Pony, Decatur, \$36,808 to spotlight GO TEXAN apparel through the specialty boutique's attendance and display at the American Quarter Horse Association World Show, the National Cutting Horse Association World Championship Futurity and the Fort Worth Stock Show and Rodeo. The Magic Pony carries five major GO TEXAN apparel lines, including Double D Ranchwear, Sharon Young, Gotcha Covered and Lucia Lukken. The GO TEXAN logo will be displayed prominently throughout the trade show booth.

Matt Family Orchard, Tomball, \$4,332 to promote the orchard's Texas-grown persimmons, Asian pears, Chinese dates and other fruits. Project activities will include a new Web site, color brochures, road signs and advertisements. The orchard is a 22-acre pick-your-own operation marketed to the Houston area. The Web site will help market the orchard to a much wider audience. The pick-your-own operation also offers tours for schools, play groups and churches.

Mi Tejas Spice, Cedar Park, \$6,437 to market and promote Mi Tejas Spice products through attendance at area craft shows and festivals, an advertising banner, magnetic signs and magazine advertisements. The company's products include gourmet spices and award-winning salsa. Targeted shows are the San Marcos Trade Days, the Kyle Arts and Crafts Show and the Fredericksburg Food and Wine Festival.

Mountain Springs Farm, Hillsboro, \$10,762 for the design of product labels, a brochure, a Web site and attendance at the Texas Nursery Growers and Landscape Association show in Houston to promote the farm's native plants, dried flowers, ornamental gourds and luffa sponges. A new company logo will also be developed. Mountain Springs Farms has been a working family farm since 1914. The farm developed its current line of products as a way to diversify production.

Muenster Milling Co., Muenster, \$37,230 to promote the company's new line of all-natural horse feed and lamb and rice dog food through brochures

and radio advertising. Muenster Milling has more than 70 years experience in the pet food industry. The Texas-made pet foods include grains from local farmers and other Texas products. Lamb and rice dog food products are also currently being developed.

North American Tuli Association, College Station, \$20,006 to promote the Tuli cattle breed to purebred cattle breeders throughout the United States and Mexico through an 8-page color brochure. The brochure will be distributed to more than 42,000 cattle producers and inserted into 40,500 publications mailed to cattle producers. It will include detailed information on the breed. Buyers would also be provided lists of Texas Tuli breeders. The Tuli beef breed is relatively new to North America. More than 90 percent of the herds can be found in Texas.

Pardi Produce, Edinburg, \$83,552 to print GO TEXAN package ties for Texas greens and vegetables shipped across the United States and Mexico. Pardi Produce is a packer and shipper. The company washes, grades, ices and packs produce at its facility in Edinburg. In addition to the GO TEXAN logo to identify Texas products, the labels will include a recipe for the product as well. Products are grown by local growers in Hidalgo, Cameron and Starr counties.

Patricia Wolf Company, Smithville, \$12,898 to encourage domestic and international wholesale buyers to place orders for the company's line of Texas natural fiber apparel through trade show attendance, supporting advertising and a new company Web site. The company will exhibit at the Atelier trade show in New York to promote its product to high-end apparel buyers. More than 8,000 wholesale buyers typically attend.

Pedro's Tamales, Lubbock, \$56,990 for magazine advertisements and an updated Web site to promote the company's full line of Pedro's Market Mexican Foods. The company has sold tamales across Texas and the United States since 1977. Its new line of Tex-Mex products will include enchiladas, quesadillas, chile, barbacoa, menudo and carne guisada.

Products by Texann, The Woodlands, \$30,720 to promote *a la Texann Wine Vinaigrettes* in Dallas and Houston through radio advertising and new marketing materials such as booth signs, brochures, recipe cards and an updated Web site. The vinaigrettes contain no sugar, salt or preservatives. Brochures will be developed for both wholesale buyers and consumers. The company will display its new booth signs and materials at home shows such as the Houston House Beautiful fall and spring events.

San Antonio New World Wine and Food Festival, San Antonio, \$51,600 for promotional materials, advertisements, signs and banners promoting the festival, which highlights Texas wines, foods and chefs. The event, Oct. 31-Nov. 3, will include Texas winery luncheons, Texas wine seminars, a "Texas in Tuxes" evening to spotlight fresh Texas produce and other activities. A Sunday food fair at Sunset Station will feature a "Savor the Flavors of Texas" theme and will revolve around Texas food and wine and other GO TEXAN products.

Son Beverage Company, San Antonio, \$6,330 to attend three Sysco food shows to promote the company's punch concentrates, cocktail mix concentrates and sno-cone syrups to distributors in order to boost sales to restaurants, foodservice companies and amusement parks. The majority of raw materials for Son Beverage's Jell-Craft products are produced in Texas.

Texas Home, Coleman, \$6,402 for a catalog, a Web site and trade show

booth cost for the San Angelo Roping Fiesta to promote products made from Texas natural fibers such as mohair, cotton and wool and other Texas materials such as leather, Juniper cedar, mesquite, rawhide and limestone. Texas Home will spotlight products from GO TEXAN members only. Products will include home furnishings, furniture, gifts and unique mohair coats. The company was formed by several GO TEXAN members to uniquely spotlight Texas products.

TexasInaBox.com, Floydada, \$110,914 for print advertising, television advertisements and billboards to increase sales of the e-commerce company's "Texas in a Box" heat-and-eat food and gift packages. The packages include items such as mesquite smoked beef brisket, pork ribs, sausage and other Texas foods. Party packages come with Texas-themed food, decorations, place settings and serving pieces. Seventy percent of the company's customers are outside of Texas. The company had another successful GOTEPP project in 2001, which helped increase sales by 199 percent.

Texas Moon/Moonlight Gourmet, Tyler, \$22,864 to participate in wholesale and retail trade shows to promote the company's gourmet pecan toffee. Shows will include the summer, winter and spring Fancy Food Shows and the Atlanta Gift Market. Funds will also be used to attend two retail shows in Dallas and Plano. Victoria White founded Texas Moon Gourmet Toffee in 1999 using a family pecan toffee recipe.

Top of Texas Apples/The Apple Shack, Farwell, \$8,400 for a new Web site to promote the consumption of Texas apples. Customers will be able to learn about the quality of Texas apples and place online orders for delivery to their door. Top of Texas Apples is a grower-owned packing facility. Ten families are involved in the co-op.

Weston Garden in Blooms, Fort Worth, \$29,260 to raise awareness of Weston Garden's landscape products and nursery during the spring season through billboards and television commercials in Fort Worth and Arlington. The billboard will be located near the business to direct drivers to the company's location. Each commercial will include a voice-over description of GO TEXAN to help build awareness of the program and encourage shoppers to choose Texas-grown plants and landscape products.

The next GOTEPP Advisory Board meeting is scheduled for January 2003. To be considered at this meeting, GO TEXAN members must submit their project proposals to TDA before Nov. 1, 2002. TDA will accept only the first 30 completed proposals received before the deadline.

For information on applying for GOTEPP funding or to receive a GOTEPP information packet, call the Texas Department of Agriculture at 1-877-99GOTEX or send inquiries to Debbie Wall, funding coordinator for Marketing and Promotion, Texas Department of Agriculture, P.O. Box 12847, Austin, TX 78711. Information is also available at the GO TEXAN Web site: www.gotexan.org. To date, more than 75 projects have been awarded matching funds for the 2002-2003 biennium.

[Return to Media/Press Index](#)

Send Questions and Comments to: contact@agr.state.tx.us