

Del Rio Export Facility Grand Opening Commissioner Miller honors the City of Del Rio.



TDA Preps for Exciting School Year TDA Food & Nutrition school events are back on in 2021.



TDA Updates Harvest of the Month, Fun Fact Poster, GO TEXAN events, and more!



Your monthly connection to the Texas Department of Agriculture.

Volume 2 Issue 8 August 2021



Welcome to the Texas Agriculture Matters newsletter, your monthly connection to the Texas Department of Agriculture.

This past month was an exciting one for the Department. In July, I celebrated with the City of Del Rio to open our upgraded export facility and awarded the city as a GO TEXAN Certified Retirement Community. Our State Office of Rural Health was awarded national recognition as well. I'm proud of the staff at TDA and their hard work in serving Texans and Texas agriculture.

National Farmers Market Week kicks off August 1 and will run until August 7. Be sure to stop by your local farmers market (or two) and support Texas farmers and agriculture!

Remember friends, Texas Agriculture Matters!

NATIONAL Farmers Market Week

elebrate National Farmers Market Week (NFMW) August 1-7 this year! Texas agriculture matters because agriculturalists are dedicated to providing their communities (and beyond) fresh produce, meats, wines and more. There's no better way to connect to your community, and neighborhood farmer, than at your local farmers market.

Now in its 22nd year, NFMW is an annual celebration that highlights the vital role farmers markets play in the nation's food system. Amidst a global pandemic and nationwide change, it's important now more than ever

for markets to bring people safely together. In fact, farmers markets are more than just a communal meet and greet; these events support connected communities, fuel economies and boost interest in conservation and education.



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NFMW presents a unique opportunity to showcase the impacts of farmers markets on consumers, communities, local leaders, and legislators. As hubs for connection and community resilience, farmers markets in particular have risen to the occasion this year by providing a necessary sense of unity and stability during a time of great uncertainty. Especially for those who utilize the Supplemental Nutrition Assistance Program (SNAP) benefits, as the amount of SNAP. Laura Riley reports in the Washington Post that "benefits redeemed at farmers markets reached \$1.4 million in May 2020 and has continued to trend upward, reaching \$1.75 million in September 2020. A 50 percent increase over 2019.

FARMERS MARKETS SUPPORT CONNECTED COMMUNITIES

When conventional food supply chains failed at the start of the pandemic, farmers markets and local food systems clearly displayed the resiliency of short supply chains and interest in local foods spiked nationwide. As health and safety situations continued to deteriorate around us, many of our farmers markets became more innovative and found ways to continue providing fresh options with drive through

markets, curbside pickup, and online ordering. These new methods proved to be incredibly successful, and according to the Farmers Market Coalition "over 90% of participants in Wholesome Wave's Double Value Coupon Program reported that the amount of locally grown fruits and vegetables that they purchased at farmers markets made a difference in their family's diet."

Commissioner Sid Miller and the Texas Department of Agriculture developed and launched the Direct From Texas Facebook group where consumers can search products and buy from farmers and ranchers across Texas.

"This is like agriculture used to be," Miller said. "A farmer or rancher has a great product, and they sell it directly to their neighbor. Today, that neighbor can be around the corner or across the globe. Direct from Texas provides our ag producers another avenue to reach customers until Texas finally reopens. And consumers get fresh, Texas-made products. That's what I call a Texas 'twofer'—everybody wins."

HOW FARMERS MARKETS FUEL ECONOMIES

Farmers markets support Texas's small and diversified farms and circulate money back into local economies. Each year, tens of thousands of farmers sell directly to consumers at farmers markets nationwide, generating \$2.4 billion revenue according to a recent estimate by local food researchers based on 2017 USDA Ag Census Data.

In addition to generating revenue, farmers markets create jobs. According to a USDA study, growers selling locally "create 13 full time farm operator jobs while those that do not sell locally only create three." At a time when many restaurant sales and other outlets for farmers are down, the income farmers receive at farmers markets is a lifeline.

FARMERS MARKETS INCREASE SUSTAINABILITY & PROMOTE **AG EDUCATION**

Agriculturalists are aware of the disconnect between consumers and knowing where their food comes from. The American Farm Bureau reported that "72% of consumers know 'nothing' or 'very little' about farming and ranching." Farmers markets break down this barrier and provide valuable learning opportunities between urban and rural communities. Additionally, this open communication provides farmers a look at what is appealing to the consumer.

TEXAS AGRICULTURE Matters!



TEXAS DEPARTMENT OF AGRICULTURE

Produced by the Office of Communications Editor, Katlyn Gast

> www.TexasAgriculture.gov (800) TĚLL-TDA







ABOUT COMMISSIONER SID MILLER

Sid Miller is an eighth generation farmer and rancher and the 12th Commissioner of Agriculture for the great State of Texas. Commissioner Miller has devoted his life to the agriculture industry, and supporting Texas producers and the communities they call home. He is a businessman, rancher, community leader, former ag teacher and former school board member. Commissioner Miller is a rodeo cowboy and holds 18 world championship titles. He is an honors graduate of Tarleton State University in Stephenville, where he received a Bachelor of Science in Vocational Agriculture Education.

Today, many consumers want to purchase products that are organically grown, and expect that sustainability is a key practice on the farm. The market shift due to facilitating farmer to consumer interactions increases the desire to adopt these more sustainable practices.

According to the American Farmland Trust, 81 percent of direct marketing farmers incorporate cover crops, reduced tillage, on-site composting, and other soil health practices into their operations. 78 percent of direct marketing farmers use practices consistent with organic standards.

Farmers markets have been finding ways to continue operations for the farmers and communities that depend on them by providing communal spaces to share, learn and communicate. More than ever before, National Farmers Market Week is an opportunity to showcase the value of farmers markets and their impact on our lives.

Visit a farmers market (or two) in your community and support your local economy.

To find a farmers market near you, click here.

To shop the Direct From Texas Facebook page, click here.









ABOUT TDA

The Texas Legislature established the Texas Department of Agriculture (TDA) in 1907. The agency's key objectives are to promote production agriculture, consumer protection, economic development and healthy living. The agriculture commissioner oversees the agency and is elected every four years. The current commissioner, Sid Miller, was elected in 2014. TDA is a diversified state agency that provides value-added services through our regulatory and marketing and initiatives. TDA is headquartered in Austin and has five regional service offices, two sub-offices, three laboratories and five livestock export facilities.

Mission:

TDA's mission is to partner with all Texans to make Texas the nation's leader in agriculture, fortify our economy, empower rural communities, promote healthy lifestyles, and cultivate winning strategies for rural, suburban and urban Texas through exceptional service and the common threads of agriculture in our daily lives.



exas Agriculture Commissioner Sid Miller announced that the Texas Department of Agriculture's (TDA) State Office of Rural Health has received national recognition for its effort to expand and improve delivery of first class health care in rural Texas.

The Texas Flex Program, a program managed by the State Office of Rural Health to support and improve Critical Access Hospitals in rural areas, was awarded the 2021 Medicare Beneficiary Quality Improvement (MBQIP) Spirit Award by the Federal Office of Rural Health Policy.

"This award is not just recognition for the job we're doing here in the TDA State Office of Rural Health," said Commissioner Miller, "but for the tremendous job done by all the healthcare professionals at rural hospitals across the Lone Star State. The recent **COVID-19** pandemic packed a wallop for rural hospitals, but this award shows that

we've come out stronger and better, because that's what Texans do. We don't just survive, we thrive. I could not be more proud."

The goal of the Medicare Beneficiary Quality Improvement Project (MBQIP) Spirit Award is to recognize state programs that strive to be innovative, improve and advance the objectives of the federal project in their state.

According to Natalia Vargas, Federal MBQIP Officer for Texas, the Spirit Award "underscores the incredible efforts, hard work, innovative thinking to problem solve, and the drive to truly make healthcare better for rural populations."

The Medicare Beneficiary Quality Improvement Project is a quality improvement activity under the Medicare Rural Hospital Flexibility (Flex) program of the Health Resources and Services Administration's (HRSA) Federal Office of Rural Health Policy (FORHP). The goal of MBQIP is to improve the quality of care provided in critical

access hospitals (CAHs), by increasing quality data reporting by CAHs and then driving quality improvement activities based on the data.

Dedicated to serving the health needs of rural Texas, the TDA State Office of Rural Health (SORH) works with local health care providers and other partners to support access to quality health care for rural Texans. SORH works to support rural health providers by providing technical assistance with finance, operations, and quality through a variety of grant programs, workshops, and one-onone assistance.

Additional resources include educational awards that are available to individual clinicians and health care institutions, information and referral, funding resources, and assistance with medical license applications.

For more information on the Texas Department of Agriculture's State Office of Rural Health, please visit the TDA SORH website.

DEL RIO EXPORT FACILITY Grand Opening



exas Agriculture Commissioner Sid Miller announced the grand opening of the Texas Department of Agriculture's (TDA) newly renovated Livestock Export Facility in Del Rio, on July 14, 2021. Since taking office, Commissioner Miller has made it a

top priority to upgrade existing export facilities and has successfully done so in Houston and Del Rio.

TDA has five livestock export facilities located across the state that serve as gateways for exporting livestock from Texas. Each facility provides livestock



buvers and sellers with a location on the Texas border where animals can be held until inspection and export requirements are completed.

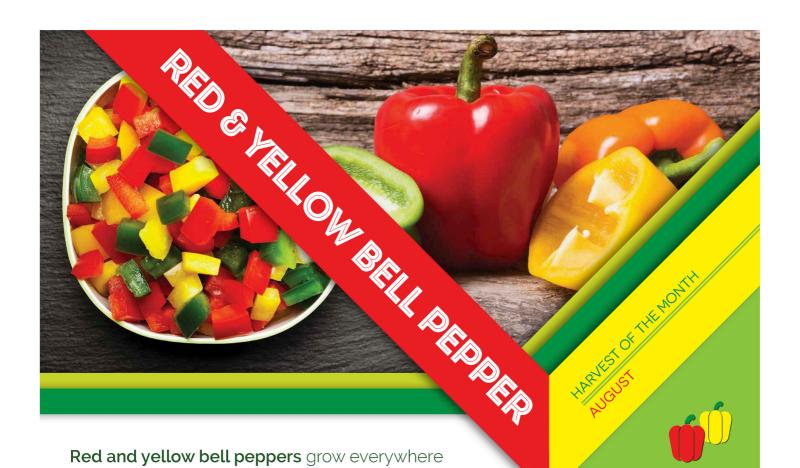
"These export facilities are tools to help get Texas livestock around the world." Commissioner Miller said. "I am proud of my department for taking the initiative to make these facilities top of the line."

TDA export facilities are holding and inspection sites for livestock leaving the country. Once the livestock have been cleared for travel, they can be loaded for transport out of the United States. Livestock leaving the Brownsville, Del Rio, El Paso, and Laredo facilities are loaded for ground transport into Mexico. The Houston facility moves livestock by air and sea, covering destinations all over the world.



TDA's grand opening event included a blessing of the livestock pens by a local priest and a ribbon cutting. Commissioner Miller also presented a GO TEXAN Certified Retirement Community certificate to the City of Del Rio and presented a plaque to the family of a longtime TDA employee of the Del Rio export facility.

"My folks here at TDA and I cannot thank the City of Del Rio enough for their support this project," Miller said. "They are an essential component of safely exporting Texas livestock and I know this new facility will be a great benefit for years to come."



Red and yellow bell peppers grow everywhere in Texas and both are "hot" ingredients in dishes all over the world. Red bell peppers could be called the full-grown bell peppers, because they are picked later than other bell peppers. They often have a sweet taste. Yellow peppers are picked in the middle of their growing time and are in between green and red bell peppers on how ripe they get. Yellow bell peppers lack the sour taste green peppers sometimes have.



DID YOU KNOW?

contains approximately 150 percent of the recommended daily allowance

FUN FACT

Bell peppers were given the name "peppers" by Christopher Columbus and Spanish explorers who were



- 3. East Texas

- 4. Central Texas
- 8. Rio Grande Valley













TEXAS Bells (Peppers)

dd a bit of color and flavor to Ayour meals with Texas bell peppers. They're great for grilling, stuffing, adding to soups and stews, and eating fresh. Get the best flavor, biggest harvest and greatest nutritional value with proper selection, planting, maintenance and harvesting.

Bell peppers, with their distinct bell shape, are the most common sweet pepper. If left on the plant longer to turn yellow, orange, or red, they will develop a sweeter flavor and higher vitamin content.

Bell peppers produce lots of different varieties you can harvesting for months. Like the Carmen Italian, a bull's horn (corno di toro) type sweet pepper that tastes great when roasted. Wait until they turn a deep red for the richest, sweetest flavor. Lunchbox Sweet Snacking is so crisp and sweet you'll eat it right off the plant (plus, it's high in beta carotene and vitamin C). Giant Marconi has a smoky-sweet flavor and is great grilled or roasted.

These warm weather vegetables will grow slowly, drop blossoms, and fall to fruit when night temperatures are below 50 to 55 degrees. They suffer when the weather is hot and dry so shade should be adequate. Once the weather improves, though, the plants will begin flowering and forming fruit.

Peppers prefer moist, well-drained soil. Water thoroughly and often enough to keep the soil evenly moist. Utilizing shredded leaves, or other organic material will conserve moisture, suppress weeds, and improve the soil as it decomposes. Peppers also grow well in containers and an 18-inch pot is big enough for most varieties.

Peppers are ready to harvest when they reach full size and are properly colored. You can harvest bell peppers when they are a rich, bright green color, or leave them on the plant to ripen longer, allowing them to turn yellow, orange, or red and develop a sweeter flavor with a higher nutritional content.

Yellow, orange, and purple bell peppers taste best when picked before they turn red.

Use pruners or kitchen scissors to snip fruit off the plant instead of pulling it off. This makes harvesting faster, and protects the plant from damage. Dry whole peppers stored in the in the refrigerator will last about one week. Extras can be sliced or chopped, then frozen or dried.



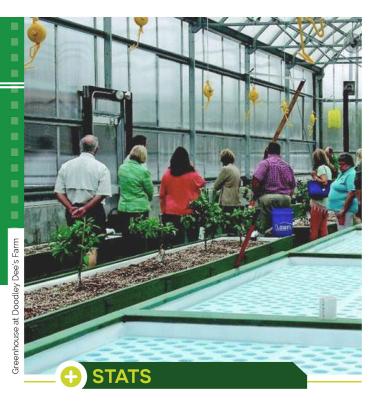
DOODLE

FARM PROFILE

This month's featured farm is Doodley Dee's Farm in the town of Karnack, deep in the Piney Woods region of northeast Texas.

As a mother, Denise Bankston was looking for more options for purchasing fresh fruits and vegetables, so she started Doodley Dee's Farm. Denise, known to family and friends as "Dee Dee," found out that a good family farm was best for her family and for customers in the area. Her five children and seven grandchildren all like taking part in chores on the farm, growing fruits and vegetables not only for their own family, but for people all over northeast Texas, northwest Louisiana and other places.

Doodley Dee's is always looking for new and better ways to offer even more healthy food choices.



Owner: Denise (Dee Dee)

Bankston

Founded:

Location: Karnack, Texas

Specialty: All-natural

produce, fish







Article courtesy of Plains Cotton Growers, by Whitney Curry

▼ith back-to-school shopping season upon us, Plains Cotton Growers, Inc. would like to remind consumers to choose cotton for style and comfort this year. Whether it is a trendy pair of jeans, a stylish pair of socks, a long-sleeve button-down shirt, or even active-wear, cotton has you covered.

Texas leads the U.S. in cotton production and it is our leading cash crop, ranking only behind the beef and nursery industries in total cash receipts. Texas annually produces about 25% of the entire U.S. crop and plants over 6 million acres! That's over 9,000 square miles of cotton fields.

We've all heard the slogan "Texas is like a whole other country", and from a cotton production perspective it's certainly fitting. Almost anywhere you travel in Texas, you'll be in cotton country.

According to Cotton Incorporated's Lifestyle Monitor TM survey, parents are planning on spending an average of \$368 on back-to-school shopping this year, up by eight percent from

2020. Of the total amount estimated to be spent on back-to-school clothes, parents say they'll buy clothes both online and in-store in 2021.

Shoppers plan to buy an average of seven pairs of socks, seven shirts, three pairs of pants, three sets of active-wear items, and three pairs of jeans with 56% of parents planning to buy in-store and 44% online.

This year, 88% of parents say that they prefer their children to be dressed in cotton, and many shoppers say they prefer their children's apparel to be made of cotton rather than man-made fibers such as polyester or rayon.

Don't forget while you are out shopping for back-to-school clothes that many of your local shops, family owned stores, and boutiques carry cotton products. Consider shopping local this back-to-school season! 👆

FROM ONE BALE OF **COTTON YOU CAN** MAKE...

215 Pairs of Jeans

249 Bed Sheets

409 Men's Sport Shirts

690 Terry Bath Towels

765 Men's Dress Shirts

1,217 Men's T-Shirts

1,256 Pillowcases

2,104 Boxer Shorts

2,419 Men's Briefs

3,085 Diapers

4,321 Mid-Calf Socks

6,436 Women's Knit Briefs

21,960 Women's Handkerchiefs

313,600 \$100 Bills

To read the entire Cotton Incorporated Lifestyle MonitorTM survey, visit https://bit.ly/3eHbyoT.

TEXAS WATERMELON



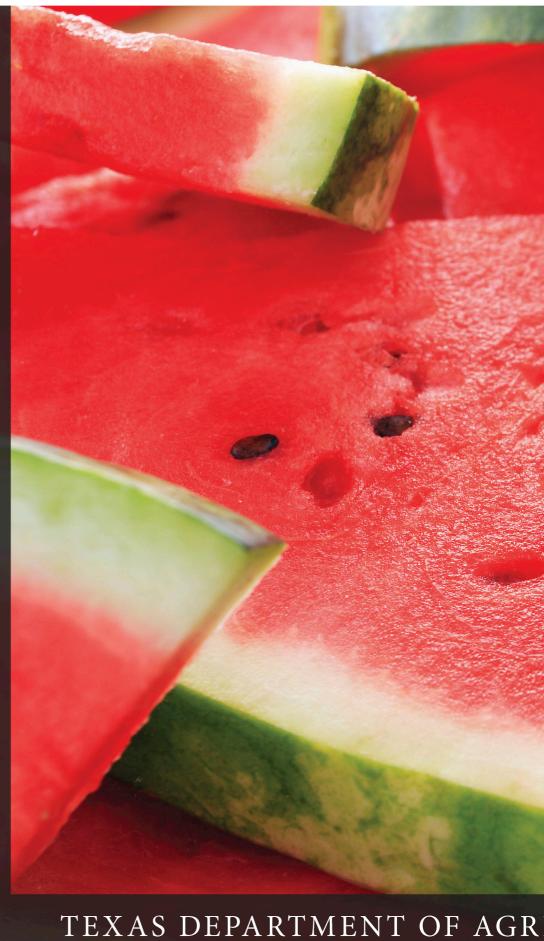
DID YOU KNOW?

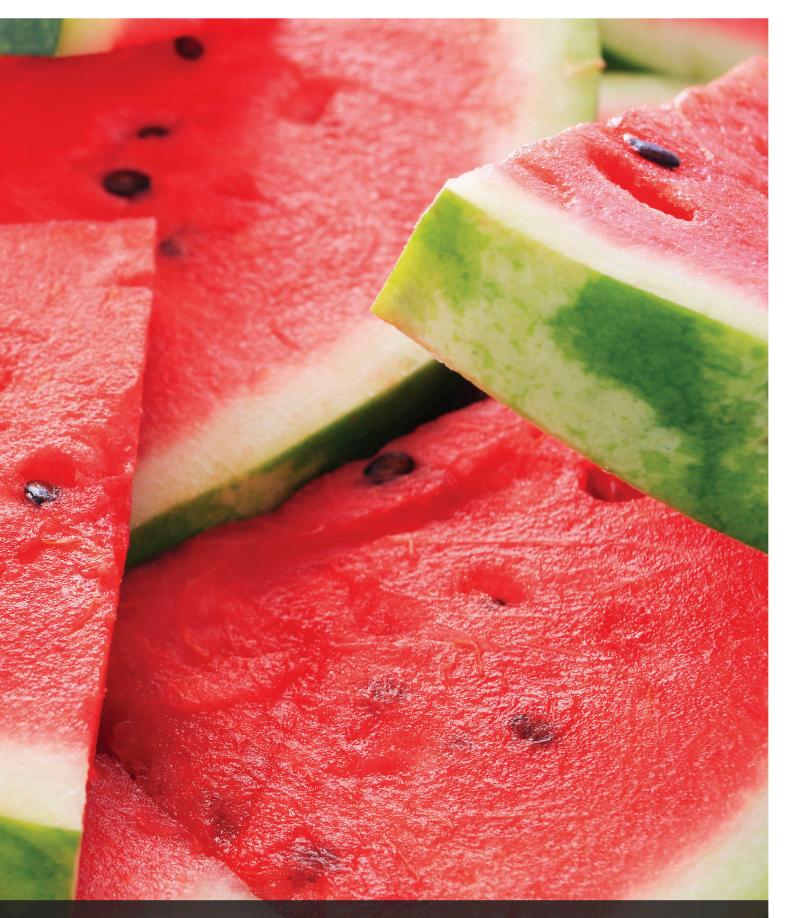
Watermelon is the most consumed melon in the U.S.

100% of watermelon is edible. Yes, you can eat the rind!

Watermelon is both a fruit and a vegetable.







ICULTURE * COMMISSIONER SID MILLER

TDA Readies Student Engagement **Efforts for Exciting New School Year**

exas students are going back to school and The Texas look forward to eating school meals as much as getting new books



VISIT SQUAREMEALS.ORG TODAY AND JOIN TDA, STUDENTS AND TEXAS **NUTRITION TEAMS IN BEING A CHAMPION FOR GOOD NUTRITION AND** HEALTHY LIFESTYLES.

FARM FRESH INITIATIVE

TDA student-focused initiatives include the popular TDA Farm Fresh Challenge, which will be back to an October time frame in 2021. The Farm Fresh Challenge coincides with Farm to School Month and encourages school nutrition teams to serve more Texas products and teach children about local foods.

HART PROGRAM

The Health Ambassadors for a Ready Texas (HART) initiative facilitates collaboration between TDA, student leaders and nutrition teams to champion healthy meals. This is the third year for HART and the new cohort of student participants will start at the beginning of the school year. They will organize activities that promote school meal programs each semester.

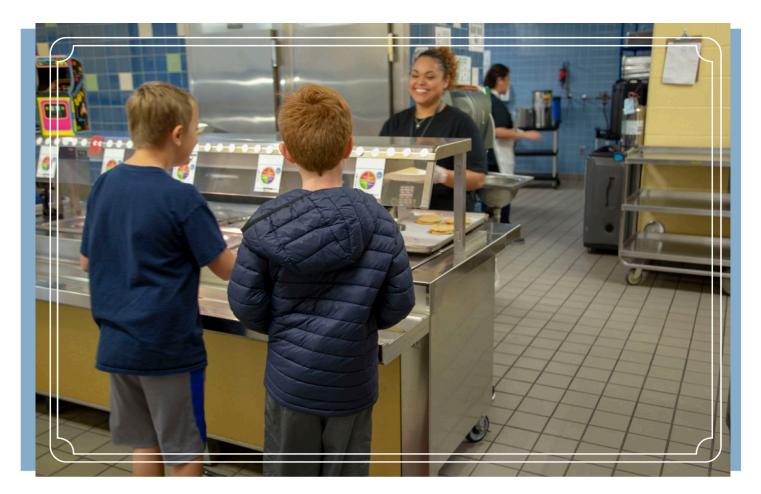
"YOU ART WHAT YOU EAT" ART CONTEST

Texas kids can use their artistic talents to promote school nutrition by entering the TDA "You Art What You Eat" art contest. TDA will accept entries until April 1, 2022.

NATIONAL SCHOOL LUNCH & BREAKFAST WEEK

These student initiatives include support for National School Lunch Week in the fall and School Breakfast Week in the spring. These events help drive participation in the National School Lunch and School Breakfast Programs by getting students, staff and parents excited about school meals.

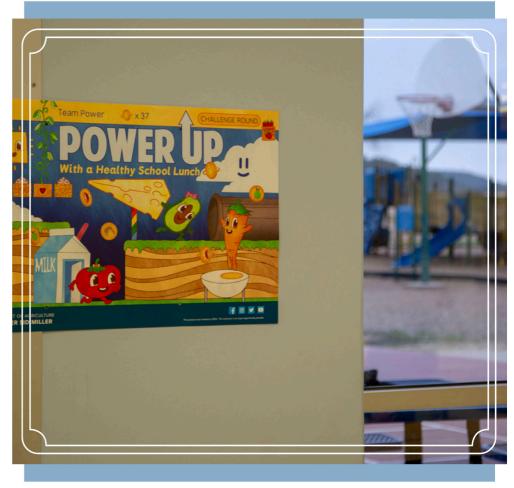
Student participation has added a new dimension to TDA's support of these events, which includes



providing promotional materials such as posters, stickers, menus, morning announcements and more.

HART leaders work with school nutrition staff to promote the events and artwork from the winners of the art contest inspires the illustrations used for the event materials TDA provides to schools. TDA's themes for the next celebrations are "Feed Your Creativity with a Healthy School Lunch" and "Feed your Creativity with a Healthy School Breakfast."

Commissioner Miller and everyone at TDA look forward to seeing the results of all these efforts in the new school year. When students eat school meals, they get balanced nutrition and are better prepared to succeed in the classroom.



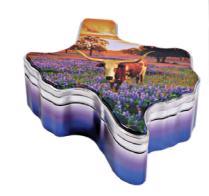
Shop

GO TEXAN Today!

f there's anything better than made in the USA, it's made in Texas! For over 20 years, the Texas Department of Agriculture's GO TEXAN program has been dedicated to showcasing products and businesses handcrafted right here in the Lone Star State. Since taking office, Texas Agriculture Commissioner Sid Miller has made it a top priority to ensure the GO TEXAN program supports the business savvy and plainspoken grit that Texas agriculture is known for throughout the world.

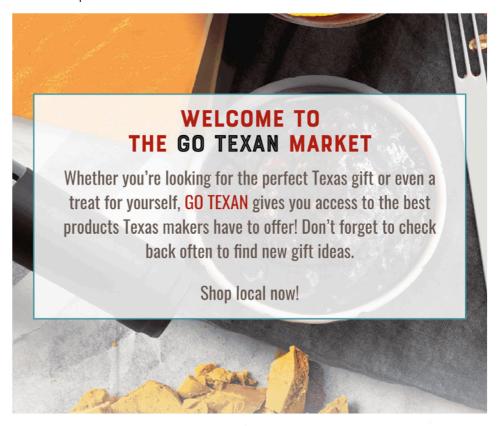
The GO TEXAN program continually provides fresh, new sales and business opportunities for partners and encourages consumers to look for the iconic GO TEXAN mark when making a purchase. When you buy a product with the GO TEXAN mark, you're helping to promote the products, culture and communities that Texans call home.

Every year, Commissioner Miller hosts the largest outreach event for GO TEXAN partners at the State Fair of Texas at the GO TEXAN Pavilion—a 25,000-square-foot facility showcasing Lone Star agricultural organizations and hundreds of GO TEXAN products. Fairgoers are welcomed to the pavilion with a huge dose of Texas hospitality from exhibitors, samplers and communities in hopes that they will discover some of the best Texas-grown and Texasmade products and learn more about why Texas agriculture matters.



Like many events, the 2020 State Fair of Texas was canceled due to the pandemic. To continue providing opportunities for GO TEXAN partners and offering potential fairgoers a chance to shop, Miller launched the GO TEXAN Market, a website that enables consumers all around the nation to purchase more than 100 GO TEXAN products.

It's no secret Texans make the best stuff on earth. The GO TEXAN Market is your one-stop shop for specially "Texified" gifts—from premium Texas beef jerky to luxurious bath salts, aromatic seasonings and salsas. You're sure to find the best Texas has to offer. 👆





AUGUST 6, 7 & 8 WELLINGTON EVENTS

Friday, August 6 Wellington Aquatic Venue (WAV) \$5 Swim & Free Hot Dogs

Saturday, August 7 - On the Square

Vendors - Food & Shopping Car Show, Bicycle Parade, Pet Show WHS Ex-Student Reunion Swim at the Wellington Aquatic Venue (WAV) Quilt Show, Local Art Show Corn Hole Contest

Gene Watson Concert at the Ritz Theatre Street Dance & Cruz Taco Truck

Sunday, August 8

Community Worship & Praise at Pioneer Park Jeremy Camp Concert at The Ritz Theatre







Fresh From the Field



ello, hola, bonjour, ciao, konnichiwa, guten tag, **howdy**. The State Fair of Texas is known for celebrating all things Texan with more than 2.5 million guests from around the globe each year. After a year hiatus, due to the COVID-19 pandemic, the time-honored tradition is returning in all its Lone Star glory on Friday, September 24.

It has been nearly two years since the gates closed after the 2019 State Fair, and with more anticipation for fall than ever before, we are counting the days until we welcome back people from all walks of life with a great, big, "Howdy, Folks!" at the 2021 State Fair of Texas.

If you're planning a visit this year, be sure to walk into the GO TEXAN Pavilion, where you'll find hundreds of 'Tex-ified' gifts for anyone, or yourself! You can prep your day with the new 2021 State Fair of Texas GO TEXAN Ezine for event stage information, exhibitor bios, sponsor giveaways, and more, coming soon!

GO TEXAN. **NEW PARTNERS!**

- ★ En Gedi Vineyards and Winery
- ★ Tootie Pie Company
- ★ Miller's Llano Smokehouse
- * Argoa Ltd

- ★ Sinfull Bakery
- ★ Pecan Street Brewing
- ★ Front Porch Distillery
- ★ Thompson Diary Farms
- * Skull and Cakebones
- * Market Basket Food Store
- ★ Texas Fleece and Fiber Festival

- ★ Williams Nursery
- ★ Brown's Bee Removal and Apiary
- ★ Mother Culture
- ★ Firelight Vineyards
- Vesalio LLC
- ★ Honey Hills TX LLC

- ★ JCN Farms Operational Center
- ★ B&N Charcoal
- * 1856 Mercantile Lumber Co
- * Art of Twisted Nail LLC
- * Texas Tortilla Kitchen

Did You Know?

TDA Plant Quality

Program protects consumers and the plant industry by regulating agricultural products through licensing, phytosanitary inspection of plant products, quaratine enforcement and pest monitoring.

TDA Public Weighers

are TDA license holders who can issue an official weight certificate to declare the accurate weight of a commodity.

TDA Structural Pest Control Service protects

the health, safety and welfare of Texans and the enviornment by licensing, regulating, and setting standards and criteria for structural pest control.





Texas Ag Stats:

- ★ Texas vineyards produced 7,100 tons of grapes in 2020
- ★ In Texas, winter wheat was planted on 2.25 million acres in 2020.
- ★ 61.5 million bushes of wheat were produced in Texas last year, down from 71.4 million in 2019 but up from 56 million bushes in 2018.
- ★ The Texas inventory of all sheep and lambs in 2020 totaled 735,000 head.
- ★ Texas oat farmers produced 2 million bushes from 40,000 acres harvested.

Recipe of the Month

Texas Hummus

Joy Watson | Navasota

If you're a fan of dips, this take on hummus is an excellent addition to your recipe box. Watson created this recipe for a family hummus cook-off, adding the familiar Texas flavors of cilantro and tomatoes with chiles to the Mediterranean classic.

Ingredients

2 tablespoons olive oil 1/2 cup chopped sweet onion 1/2 cup fresh cilantro 1/4 cup fresh parsley 1/4 teaspoon cumin 1/4 teaspoon dried oregano 1/4 teaspoon grated fresh garlic (about 1 clove) 1 can (10 ounces) diced tomatoes with mild green chiles 1 can (15 ounces) garbanzo beans Salt and pepper, to taste Tortilla chips, to serve

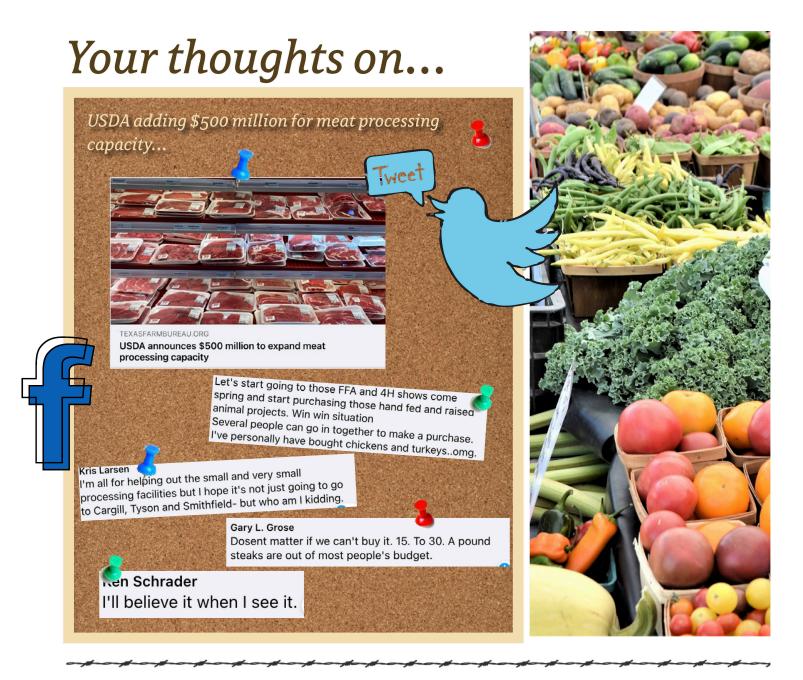
Directions

- 1. Heat olive oil in a sauté pan over medium heat. Sauté onion, cilantro, parsley, cumin, oregano and garlic until the onions are translucent, about 8 minutes.
- 2. Drain the tomatoes and add to the vegetables to warm. Drain the garbanzo beans and pour into a blender or food processor. Add the warm vegetables to the beans. Pulse the mixture until it is the consistency of a dip but not completely smooth.



Taste and add salt and pepper as desired. Serve with tortilla chips.

Makes about 2 1/2 cups.



Tell Us... what are you planting in your garden this fall?



@TexasDepartmentofAgriculture



@TexasDeptofAg



@TexasAgriculture



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@TexasAgriculture



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18 TEXAS AGRICULTURE Matters! August 2021 August 2021 TEXAS AGRICULTURE Matters! August 2021 TEXAS AGRICULTURE Matters!