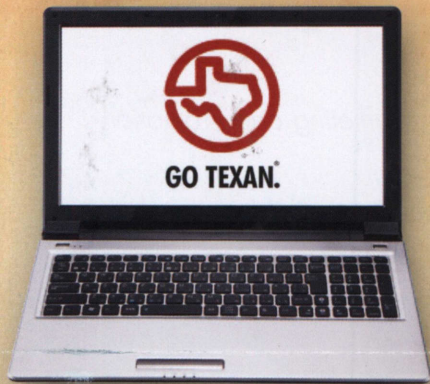




GO TEXAN.[®]

AUGUST 2011

GO TEXAN IS AN INFOLETTER PRODUCED AS A SERVICE TO THE MEMBERS OF THE GO TEXAN PROGRAM AT THE TEXAS DEPARTMENT OF AGRICULTURE.



GO TEXAN *Goes Electronic!*

GO TEXAN is going strong and going electronic! This is the final issue of the printed GO TEXAN Infoletter. You will continue receiving timely membership communication, updates and information from GO TEXAN in your e-mail inbox. Be sure to update your GO TEXAN member profile and make sure we have your current e-mail address.

GO TEXAN *is going electronic in new ways:*

GO TEXAN E-ZINES

GO TEXAN publishes two monthly e-zines with more than 24,000 subscriptions. Those publications include:

GO TEXAN Wine & Dine

Provides the latest in Texas food, wine, restaurants and recipes.

GO TEXAN Home & Garden

Provides the latest in Texas gardening, style and travel.

If you're interested in receiving either of these e-zines, e-mail us at gotexan@TexasAgriculture.gov and put "Wine & Dine," "Home & Garden" or "Both E-zines" in the subject line, or visit the subscription center at www.gotexan.org.

GO TEXAN LAUNCHES THE GO TEXAN APP FOR iPhone

GO TEXAN recently created and launched the GO TEXAN app for iPhone and iPod touch. Now consumers can go local with the touch of a button on their handheld device. The app currently features restaurants serving local food and wine. With this innovative electronic technology, GO TEXAN is helping consumers go local wherever they go – and helping our members increase their sales! Expanded features and an Android version are coming soon.



GO TEXAN SOCIAL MEDIA

You may also connect with GO TEXAN on Facebook, Twitter, LinkedIn, YouTube and Flickr, and also create your own accounts to market your Texas products! These valuable tools don't cost anything and will help you gain exposure as you spread the word about the amazing things your company is doing.



NEW MEMBERSHIP LEVELS AND BENEFITS

Thank you all for your support of and participation in the GO TEXAN program!

Due to funding reductions and new fee requirements directed by the Texas Legislature, there will be a new fee structure associated with your voluntary membership in the GO TEXAN program. Upon renewal, you will see an increased membership fee, which is necessary to continue offering you the great rewards that come with being a GO TEXAN member.

With your renewal information, you will see new tiered membership options and associated benefits available through GO TEXAN. Your membership tier is entirely your choice and will be dependent upon your preference for levels of service and utilization of the program.

The membership tiers will be available at levels of \$100, \$500 and \$1,000 per year effective September 1, or upon renewal of your membership after September 1. Sponsorship opportunities for \$5,000 or more are also available.

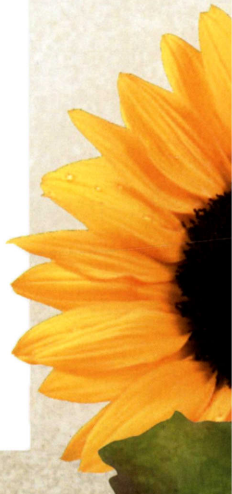
We view each of our members as a valued partner and look forward to working with you as we move forward in continuing to build the success of GO TEXAN and your business. Please do not hesitate to contact me if you have any questions, and remember to always GO TEXAN!

— Elizabeth Hadley
Assistant Commissioner for Marketing and Promotion

Below you will find a chart with the proposed new membership levels along with the benefits available in each tier.

PROPOSED GO TEXAN MEMBERSHIP TIERS

TIER 1	\$.100
Ability to use the GO TEXAN mark	
Listing in GO TEXAN online database	
Subscription to the GO TEXAN e-newsletter	
Negotiated rates with program partners	
TIER 2	\$.500
Tier 1 benefits +	
Listing in relevant digital publications (online directories and mobile apps)	
GO TEXAN Partner Program (GOTEPP) Grant Eligibility (subject to availability of funds)	
Up to three hours of marketing consultation	
10 percent discount on GO TEXAN merchandise	
TIER 3	\$1,000
Tier 2 benefits +	
Listing in relevant printed directories	
Choice of GO TEXAN display (acrylic award or GO TEXAN trailer hitch)	
Company graphic on GO TEXAN website	
Additional 10 percent discount on GO TEXAN merchandise	
CHAMPION SPONSOR	\$5,000 +
Tier 3 benefits +	
Prominent placement of company graphic on GO TEXAN homepage	
Customized marketing benefits	



TDA TAKES TOP PRIZE!

TDA's International Marketing program recently received the Southern United States Trade Association's (SUSTA) annual award for recruiting the most companies for a SUSTA-sponsored activity in 2010.



SUSTA'S MAP Branded program was designed for small businesses that desire financial support to launch a new, branded exporting campaign for their products. According to SUSTA records for the 2010 program year, 14 Texas companies recruited by TDA's International Marketing program were allocated a total of nearly \$630,000 of MAP Branded funding. For more information, contact TJ Verver, state coordinator for international marketing, at tj.verver@TexasAgriculture.gov or call (512) 463-7469.

HORTICULTURE AND PRODUCE

TELEVISION CAMPAIGN

This spring, TDA worked with the Texas Vegetable Association and the Texas Watermelon Association to develop a television campaign promoting fresh fruits and vegetables grown in Texas. The campaign will conclude by promoting fall and winter vegetables, and conducting retail produce demonstrations at grocery stores in Dallas, Houston, Austin and San Antonio. September marks the end of the campaign.

TEXAS PECANS

TDA attended the Texas Pecan Growers Conference in Frisco in July. The Texas Pecan Growers Association released its newest brochure created with the help of TDA and USDA Specialty Crop Block grant funds. The brochure provides growers with information on producing a quality product while following the recommended Good Agricultural Practices guidelines. TDA also distributed the new GO TEXAN pecan recipe book.

LOCAL FLORISTS

TDA participated in the Texas State Florist Association (TSFA) Conference in The Woodlands in July. TSFA has been able to use USDA Specialty Crop Block grant funds to enhance its floral education program. More than 400 students across Texas participated in the program. TDA also worked with TSFA to distribute new TexasLocalFlorist.com signs, plant stakes and hang tags that were featured in the television and radio campaign from April through July.

NURSERY AND LANDSCAPING

In August, TDA attended the Texas Nursery and Landscape Association Show in Dallas. TDA distributed a variety of informational materials for producers and retailers, and was able to showcase the Texas Superstar commercial, which aired from April through July.





STATE FAIR



ARE YOU READY FOR THE STATE FAIR OF TEXAS?

TDA is setting the stage for another exciting year at the State Fair of Texas, featuring the best of Texas agriculture at the Food and Fiber Pavilion, Sept. 30 – Oct. 23.

We are excited to showcase the newly expanded GO TEXAN Pioneer Brand General Store built with materials from GO TEXAN member Vantem Panels. Newly designed porches will be busy with members sampling and selling products every day.

Be sure to stop by the Food and Fiber Pavilion, and shop for your favorite GO TEXAN items in the GO TEXAN Pioneer Brand General Store. Come check out all of the excitement. Hope to see you there! To learn more about the Pavilion, visit www.gotexan.org.

WINE



GO TEXAN OR GO THIRSTY LAUNCHES

TDA launched GO TEXAN or Go Thirsty, designed to promote local restaurants and retailers that carry Texas wines and support the Texas wine industry's \$1.7 billion impact on the state's economy.

The new GO TEXAN or Go Thirsty webpage lists restaurants that serve Texas wines and helps connect local wineries with restaurants that want to offer Texas wine on their menus.

The program includes GO TEXAN or Go Thirsty dining cards for consumers to share with restaurants as a thank you for offering Texas wines or as a way to request Texas wines be added to their wine list. GO TEXAN or Go Thirsty cards are available at wineries throughout the state and can be downloaded and printed from www.gotexanwine.org, where more information can also be found.

ADVERTISING

Be on the lookout for the **GO TEXAN** commercial!

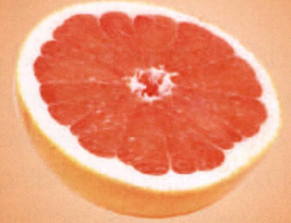
A new GO TEXAN commercial is running in a statewide media campaign on television, radio and interactive Web banner ads. The commercial, viewable at www.gotexan.org, directs consumers to look for the GO TEXAN logo. The GO TEXAN ads target consumers on Facebook, local television websites, and on publication websites, such as *Southern Living*, *Martha Stewart*, *People*, *Readers Digest*, *USA Today*, *Weatherbug* and more! The GO TEXAN campaign also appears on KXAN-Austin weather sponsorship and weather app. Be sure and look for the commercial! And remember to always display the GO TEXAN logo to take advantage of increased awareness!



The **GO TEXAN** Infoletter is produced by the Texas Department of Agriculture in support of the **GO TEXAN** program and its members.

"GO TEXAN" and design is a certification mark of the Texas Department of Agriculture.

For more information about the **GO TEXAN** program, or for contact information regarding **GO TEXAN** members featured in this or any issue of the **GO TEXAN** Infoletter, call or write TDA at (877) 99-GOTEX P.O. Box 12847 • Austin, Texas 78711.



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Connect with GO TEXAN on Facebook, Twitter, LinkedIn, YouTube, Flickr and your mobile device.

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Texas Department of Agriculture

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