

Trade & Business Development Division

- Marketing and International Trade
 - Texas Wine
 - Texas Gulf Shrimp
 - Specialty Crops
 - GO TEXAN
 - State Fair of Texas
 - Become a Certified Farmers Market or Certified Retirement Community
 - International Marketing
 - Livestock Export Pens















- GO TEXAN program was launched in 1999.
- GO TEXAN is an initiative dedicated to identifying and supporting Texas-based businesses and connecting them with customers across the Lone Star State and around the world.
- The GO TEXAN program is dedicated to showcasing the diversity and quality of Texas-based businesses. Whether we are developing new sales and business opportunities for GO TEXAN Partners or encouraging consumers to look for the iconic GO TEXAN mark when making buying decisions, we will always strive to find new and meaningful ways to promote products and services that are Texas made and Texas proud.

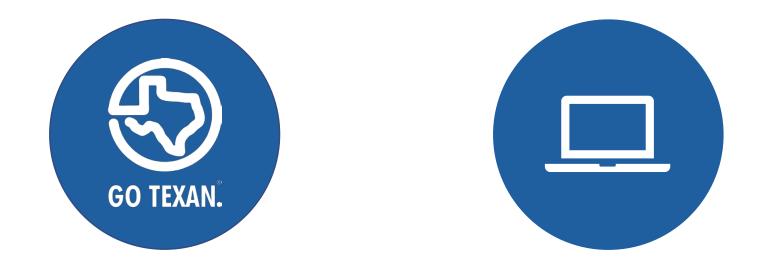


- 97% perceive the quality of Texas Goods to be superior to non- Texas products.
- 81% agree that buying GO TEXAN products is a reflection of Texas pride.
- 81% make an effort to purchase local Texas products.
- 72% say they would be influenced to purchase GO TEXAN products promoted at in-store events.



- Producers
- Farmers and Ranchers
- Farmers Markets
- Wineries & Breweries
- Retailers
- Manufacturers
- Restaurants
- Trade Associations
- Communities
- Events

GO TEXAN Benefits



USE OF THE GO TEXAN REGISTERED MARK

LISTING IN OUR ONLINE DATABASE & WEBSITE





THE GO TEXAN MARKET

GO TEXAN Market GO TEXAN Champion Sponsors About GO TEXAN

Contact 📜

🌹 0 items 💄

WELCOME TO THE GO TEXAN MARKET

Whether you're looking for the perfect Texas gift or even a treat for yourself, GO TEXAN gives you access to the best products Texas makers have to offer! Don't forget to check back often to find new gift ideas.

Shop local now!

E-commerce Site

Free. www.shop.gotexan.org



See example images below.



Product Photography

Free opportunity for 5 products



GO TEXAN Benefits Cont.

- Grant opportunities!!
 - Events (up to \$5,000)
 - MEGA (up to \$20,000)
- Discounted rates for advertising and trade shows/events, including:
 - Vendor and booth fees
 - Advertising with specific media outlets
 - Event Registration





GO TEXAN Benefits Cont.

- Member exclusive events include:
 - GO TEXAN General Store at the State Fair of Texas in the GO TEXAN Pavilion
 - Retail Buyer Meetings
 - Livestock Expositions
 - National and International Trade Shows





Posted by Emily Miller October 30 at 12:30 PM · 🔇

Anyone out there love pickles!? Did you know that Best Maid Pickles are a part of GO TEXAN? For the past 93 years they have been making "Dill-icious" products from yo... See More



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GO TEXAN Benefits Cont.

Social Media Promotion

GO TEXAN Benefits Cont.

Exclusive Partner Facebook Group



GO TEXAN Partners

● Private group · 569 members





GO TEXAN Benefits Cont.

Monthly Newsletter



Inaugural GO TEXAN Expo

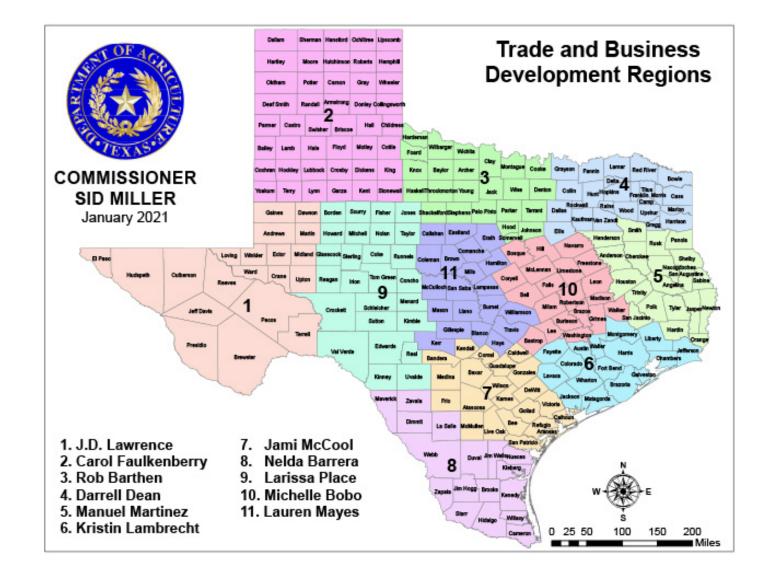
- November 2-3, 2021
- Georgetown, Texas
- Meet with retail buyers and attend workshops





GO TEXAN Benefits Cont.

Regional Field
 Representatives







Join a Texas-Sized Movement

Texas consumers want to buy Texas products and support their state. In fact, 97% of them perceive Lone Star products to be superior to their domestic and imported counterparts.

Join today and we will help them find you! Gain access to a bevy of statewide functions and events, including retail events, trade shows and expositions. Sample and share your products though in-store tastings, samplings, cooking and other professional showcase demonstrations.



If you have trouble applying online, please call (512) 463-9096 or email GOTEXAN@TexasAgriculture.gov

How to join GO TEXAN

- Online application at www.gotexan.org
 - Look for the JOIN tab across the top navigation bar



GO TEXAN

"One of the hardest things





NOTE: THIS SYSTEM IS CURRENTLY AVAILABLE FOR REGISTERING NEW LICENSE APPLICATIONS ONLY. TO RENEW AN EXISTING LICENSE, PLEASE CLICK HERE.

Welcome

Welcome to the Texas Department of Agriculture's eApply system. This system gives the applicant an opportunity to improve the processing-time of a license application by bypassing the postal service and Comptroller Payment Processing System (Lockbox). eApply also gives the applicant the convenience of paying fees via credit/debit card or electronic check.

The eApply system is currently available for registering:

- AG Pesticide Applicators
- Go TEXAN
- Pesticide Dealer
- Plant Quality
- Structural Pest Control Service (SPCS)
- Apprentice Registration
- Certified Applicator (CA) Licenses
- Weights and Measures Devices (Fuel Pumps and Scales)

The Texas Department of Agriculture (TDA) will be rolling out additional license types in the future. To apply for another license type, please click here.

i Instructions

For further information on the license listed please go to one of the following program license page:

AG Pesticide Applicators

If you have any questions please contact TDA at 1-800-835-5832 or Email: Pesticides@Texasagriculture.gov

GO TEXAN

If you have any questions please contact TDA at 877-99GOTEX (46839) or Email: GOTEXAN@TexasAgriculture.gov

Nursery Floral

If you have any questions please contact TDA at 1-800-835-5832 or Email: PlantQuality@Texasagriculture.gov Pesticide Dealer

If you have any questions please contact TDA at 1-800-835-5832 or Email: Pesticides@Texasagriculture.gov

- Weights and Measures Devices (Pumps and Scales)
 If you have any questions please contact TDA at 1-800-835-5832 or 512-463-7698 or Email: WeightsMeasures@Texasagriculture.gov
- Structural Pest Control Service (SPCS)
 If you have any questions please contact TDA at 1-866-918-4481 or 512-463-3207 or Email: SPCS@Texasagriculture.gov

Once you begin the process, you will need to enter the information prompted for each field. The fields with an asterisk (*) indicate fields that are required.

The failure to enter all the requested information results in an incomplete application which shall become void on the one-year anniversary of the submission of the incomplete application. A void application will not be processed and any application fee associated with the void application shall not be refunded. This action is not a denial of a license for any purpose under the Texas Government Code, the Texas Agriculture Code, or these rules. 4 Tex. Admin. Code § 2.1(e) (2010) (Tex. Dep't. of Agric., Licensing).

After you have entered all of the required data, the system will transfer your information to the Texsas.gov payment processing system. In that system, you will provide your payment information. Upon payment, a receipt will be sent to the email address that you list during the payment process. **Processing time is 30 business days.**

Note: This system must be accessed via Internet Explorer 10+ or Chrome 34+ or Firefox 59+ browsers.

Please select the type of application you wish to apply for: *

Select your application

How to join GO TEXAN Cont.

- You will arrive at this page after following the 'GO TEXAN Application' link
- Scroll all the way down to the bottom and select the GO TEXAN application



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A Vendor's Perspective

"I don't know why people don't join GO TEXAN... it's a no brainer. Even at the lowest tier level there are so many opportunities and positives for my business that we couldn't pass up!" – Veronica Westlake (La Casita)





Lindsay Baerwald

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