

GO TEXAN Event Grant Resource Guide

Ever seen this?



Of course, you have! GO TEXAN is a widely recognized certification mark representing the diverse collection of businesses across the state.



What is GO TEXAN?

GO TEXAN is the Texas Department of Agriculture's licensed marketing program that assures consumers what they are buying is truly made in Texas.

GO TEXAN.[®]

Businesses that hold a GO TEXAN license to use the certified mark, have been approved into the program from the following criteria:

- Product manufacturing facility in Texas
- Active Taxable entity in the state of Texas

Why GO TEXAN?

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.

GO TEXAN has the connections! We connect producers, vendors and associations to export leaders and help navigate regulatory challenges. Businesses apart of GO TEXAN have access to statewide events tradeshows and expositions. They can sample and share products through in-store tastings, samplings, cooking and other professional showcase demonstrations.

We have quite the audience, and love to showcase our GO TEXAN businesses!

Now that you know a little bit about us, we will help YOU enhance your event grant application!

Where can I find *active* GO TEXAN businesses to invite to my event?

It will be important to invite active GO TEXAN members. You can check the status of a business with our GO TEXAN program specialists. Just email your inquiries to GOTEXAN@TexasAgriculture.gov. Our program specialist can also send you a list of active members in your area upon request.

If you are a current GO TEXAN member, you can post on our private partner page to gain participation. Use this link to join and visit our private partner page. Feel free to create a post advertising your event and what discounts you will offer GO TEXAN partners. You will need to be a part of GO TEXAN program to be admitted into the page. <https://www.facebook.com/groups/GOTEXANPartners/>

Are you looking for certain products or businesses to recruit? Visit our product search page. You can type in key words to search for specific vendors. You can also use the CSV feature on the page to download your search results in excel format. <http://gotexan.org/LocateGOTEXAN/ProductSearch.aspx>

Find GO TEXAN Partners in your region!

Click here to see a map and a list of who you can contact to find GO TEXAN partners in your region of Texas! <http://gotexan.org/Portals/1/Field%20Rep%20contact%20info%20AND%20Map%202020.pdf>

How to join GO TEXAN:

Joining the program is simple! Just follow the link to fill out the online application. When you get to the TDA eApply page, make sure to scroll all the way down to the bottom and select the green drop down menu. Click on 'GO TEXAN' inside the drop-down menu to start applying.

<https://licensing.texasagriculture.gov/>