



For Immediate Release
Contact: Livestock Publicity
817-285-7101 anne@j3group.net

Texas Made, Texas Proud

Go Texan. This logo has taken stores by storm appearing on more products every day that are made by Texans for Texans.

One major highlight of the State Fair of Texas is the General Store located in the Food and Fiber building, which carries only Go Texan products.

Dana Ross, coordinator for special events and marketing promotion for the Texas Department of Agriculture, said this is the one time of the year all Go Texan food product members can gather their items in one place.

The store, full of consumers bustling up and down the aisles, has an old country market feeling surrounded by a tin panel wall and vibrant photos highlighting some of the products made by Go Texan members.

Juliana Dierker, project coordinator for special events at the Texas Department of Agriculture, said they wanted to create a fun filled, colorful atmosphere where consumers would be comfortable.

The store is for people who love Texas. It offers one-stop shopping for all things Texan.

Even during tough economic times, sales at the General Store have surprisingly increased this year. Sales have grown every year and topped more than \$250,000 last year.

Ross said people love to come to the store and see Texas made products, and usually, products are almost half the price compared to the same products found in regular stores.

“People love to come to the store and get Texas made products,” Ross said. “I enjoy overhearing people’s conversations about how much they enjoy the store and the products we sell.”

Denise Clair, a shopper from Coppell, Texas, said she was attracted to the store primarily because the emphasis placed on local made products.

“It’s nice to see what our state has to offer,” she said. “The store is quiet and heavily influenced by everything Texas.”

Items she purchased included baking mix and dressing, but she said what her and her son look forward to trying the most is the Dr. Pepper flavored jerky.

Jennifer Blackburn

Texas Tech University