

# TEXAS

November 2025

## Agriculture Matters

*The 51st  
Family Land Heritage Ceremony*

**WONDER IN WAXAHACHIE**

THE INAUGURAL CROSSROADS OF TEXAS GO TEXAN FESTIVAL

**COMMISSIONER VISITS KLEIN ISD**

CELEBRATING A FANTASTIC SCHOOL LUNCH PROGRAM

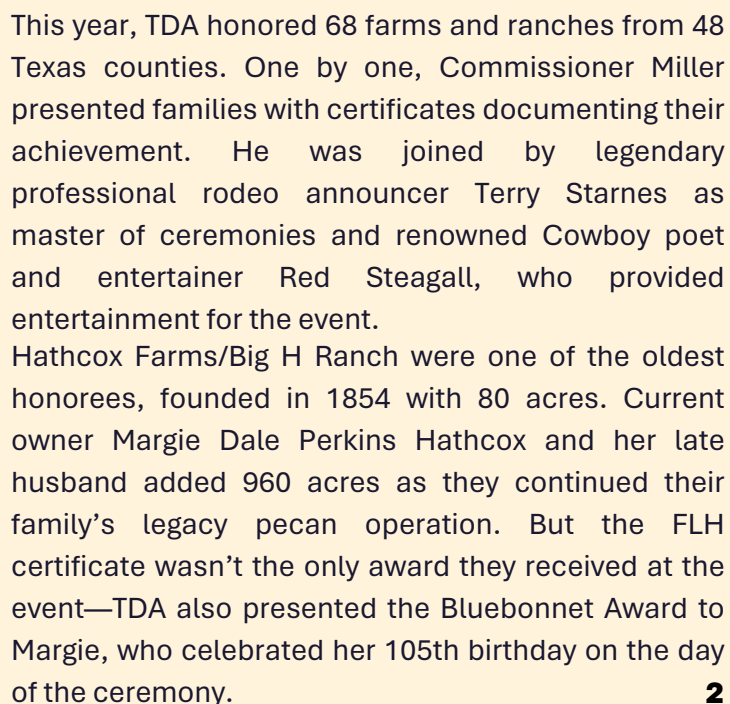
**NEW RESOURCES FOR PRODUCERS**

FINANCIAL WIN FOR BOLSTERING TEXAS AGRICULTURE



# FAMILY LAND HERITAGE CEREMONY

"We honor these families for their dedication to Texas agriculture," said Texas Agriculture Commissioner Sid Miller, who opened the ceremony with congratulatory remarks to the honorees. "They are the brightest lights in the agricultural legacy of the Lone Star State."







The Family Land Heritage ceremony is generously funded by sponsors, including Title Sponsors Cavender's and Texas Farm Bureau. Platinum Sponsor Blue Bell Creameries donated dessert. You can find out more about TDA's Family Land Heritage Program [here](#).

**CAVENDER'S**



**TEXAS FARM BUREAU**



“Over 5,000 families have been honored through the Family Land Heritage program, and that’s a Texas-sized legacy of hard work, heritage, and the kind of grit that makes our state strong,” said Commissioner Miller. “Texas remains the last best place because of these families. May God continue to bless them and the wonderful legacy they leave behind.”

Founded in 1835 by Dionicio Elizondo through a land grant from the Republic of Mexico, Zenaida Farms - Elizondo Ranch was the oldest honoree in this year’s program. The farm has produced a wide range of commodities, from watermelons to pigs, over its 190 years of operation. Patented in Texas in 1868, the land has also operated under four of the six flags flown over Texas.

The FLH ceremony was an opportunity to not only educate attendees about the history of Texas farmers and ranchers, but to also honor those who have kept their land in the family for generations. Through drought, war, and other challenges, these families have persevered.

In the words of Maggie Smart, an ancestor of the McCormick 1852 Ranch: “Children, if you have to eat dirt and go naked, don't sell this land.” None of these families have done so.





# FOOD AND NUTRITION

## Excellence

## From Farm to Family

TDA Partners with Food Banks to Deliver Nutritious, American-Grown Foods to Communities in Need



Photos courtesy of Feeding Texas and Feeding America



Photos courtesy of Feeding Texas and Feeding America

As the holiday season approaches, Texans are reminded of the power of generosity and the importance of ensuring every family has access to nutritious food. For over two decades, the Texas Department of Agriculture (TDA) and Feeding Texas have collaborated to combat hunger, promote local agriculture, and enhance communities across the state.

Through USDA commodity programs, such as the Emergency Food Assistance Program (TEFAP) and the Commodity Supplemental Food Program (CSFP), TDA helps food banks deliver shelf-stable, American-grown foods to low-income children, seniors, and families. These programs are vital to the Feeding Texas network, which includes 20 regional food banks and over 4,000 local partners. Together, they distribute more than 750 million pounds of food annually, one-third of which comes from the TEFAP and CSFP programs.

“Only with local food banks and the Feeding Texas network can TDA deliver critical resources to communities across Texas,” said Texas Agriculture Commissioner Sid Miller. “Our partnership has grown in recent years as we have worked to expand food assistance from TEFAP to the most rural areas in the state. TDA will continue working to strengthen these relationships, and I encourage all Texans to support their local food banks and Feeding Texas this holiday season.”

**FEEDING**  
**AMERICA**



# FOOD AND NUTRITION

## Excellence

Another cornerstone of this partnership is the Surplus Agricultural Products Grant, a cost-effective and innovative approach to reduce food waste, improve health outcomes, and support Texas farmers. Established in 2001, the grant provides funds to help food banks acquire unsellable Texas-grown produce for the families they serve. TDA awards grant funding directly to Feeding Texas, which works with Texas farmers to pay their costs for harvesting, packaging, and transporting that product to regional food banks. The Surplus Agricultural Products Grant both nourishes communities and strengthens our local agricultural economy by providing an outlet to farmers for products they can't sell.



*Photos courtesy of Feeding Texas and Feeding America*



*Photos courtesy of Feeding Texas and Feeding America*

These partnerships represent a commitment shared by the U.S. Department of Agriculture (USDA), TDA, and Texas food banks to nutrition security and agricultural sustainability. The Feeding Texas network leverages its statewide infrastructure—including refrigerated trucks, regional warehouses, and a vast volunteer network—to ensure these resources reach every Texas county, including rural and remote areas of the state. Their logistical capacity allows food banks to respond quickly to emergencies and maintain consistent support for communities year-round.

TDA plays a critical role in administering these programs, providing funding, oversight, and technical assistance to ensure food banks can operate efficiently and effectively. The agency's leadership helps connect federal resources to local needs, making it possible for food banks to serve Texans with dignity and consistency. TDA's continued support has enabled food banks to expand their reach and respond to growing demand, especially during times of crisis.

"Hunger doesn't take a holiday," said Celia Cole, CEO of Feeding Texas, the state association of food banks, "but thanks to our partnership with TDA, we're able to deliver healthy, American-grown food to vulnerable Texans when they need it most—especially when school cafeterias close, during natural disasters, and in economic downturns that put the squeeze on family budgets."

This November, Texans are encouraged to give back by donating funds, volunteering, or organizing food drives. Together, we can ensure no Texan goes hungry this holiday season. To find your local food bank, visit <https://squaremeals.org/TXFoodBanks> or <https://www.feedingtexas.org/food-banks/>.

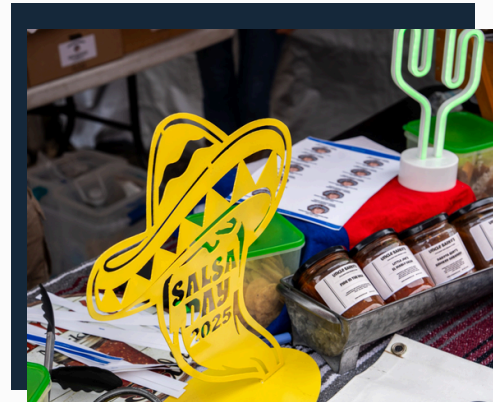
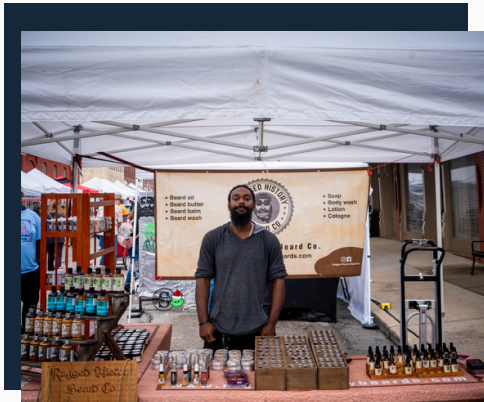
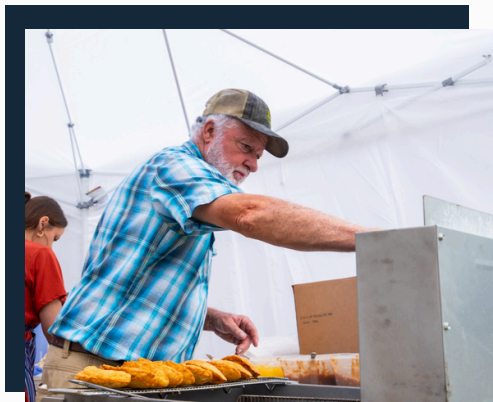


# WONDER IN WAXAHACHIE!



Texans traveled from all corners of the state to attend the 28<sup>th</sup> Crossroads of Texas Country Festival in Historic Downtown Waxahachie, now partnered with TDA's GO TEXAN program.

This event is a staple of the Waxahachie community, and this year, it soared to new heights with over 200+ vendors, dozens of artisan food experiences, a wine garden, twelve stages of entertainment, and a world-class performance by Country Music Star Randall King.





# 3C Joppa Cattle Co.



In the heart of Burnet County, Texas, 3C Joppa Cattle Company carries on a family legacy that spans five generations. Rooted in the historic Bryson Ranch, covering over 7,000 acres in Burnet County, the Price Family is continuing a Texas story built on heritage, hard work, and heart. The company specializes in F1 American Wagyu Beef, a 50/50 crossbreed between Angus cattle and Wagyu.

Jeff and Alice Charlton are 5th generation ranchers. Jeff grew up in a family of ranchers, but spent most of his career in corporate America, managing IT sales for large companies. When Jeff married Alice Price, whose family owned Bryson Ranch, Jeff's passion for cattle ranching was rekindled. He launched 3C Joppa Cattle Co., and he uses his expertise in sales and tech in the cattle operation. His goal is to provide consumers with a superior beef dining experience.

What sets 3C Joppa Cattle Company apart is its direct-to-consumer model. Most cattle operations still run traditionally, selling livestock to large distributors who process and distribute the meat. According to the USDA, less than ten percent of all beef in the U.S. comes directly from the ranchers who raise it. Most grocery store beef is sourced from just four major corporations, where labeling is often unclear, leaving consumers unsure about the origins or contents of the meat they're buying.

That's why 3C Joppa emphasizes transparency and connection, empowering customers to know exactly where their food comes from. Visitors can tour the ranch, see firsthand how the cattle are raised, and even select their own animal, creating a deeper relationship between the rancher and the consumer. Creating that exclusive ranch-to-table experience is truly Jeff's passion. He finds joy in showing people the workings of a real cattle operation, from branding to ear tagging, and educating visitors about where their food comes from. It's especially rewarding, he says, to see young children return year after year, eager to learn more about ranching and agriculture.

Jeff also takes great pride in 3C Joppa Cattle Company's sustainable ranching practices. The ranch's herd of more than 200 head is raised using regenerative methods that improve soil health, promote biodiversity, and ensure humane treatment. The cattle spend most of their lives grazing freely on native Texas grasses in low-stress environments before being finished on a non-GMO grain diet for the final 120 days, a process that enhances both flavor and marbling quality. At 3C Joppa, every detail matters from DNA analysis that ensures premium genetics to the ethical handling of every animal. "We like to say we treat our cattle better than our children," Jeff laughs.

Although 3C Joppa Cattle Company joined the GO TEXAN program only a few months ago, Jeff is already looking forward to the marketing opportunities and community connections it brings. With a clear vision for making high-quality Wagyu beef more accessible, he's excited to see that vision come alive.

To learn more about their story, visit [3CJoppaCattleCompany.com](https://3CJoppaCattleCompany.com) and follow their journey on social media at @3CJoppaCattleCompany.





# A Farm Fresh Adventure



Commissioner Miller and the students teamed up to blend fresh fruit smoothies using pedal power. The hands-on demonstration combined physical activity with nutrition education, showing students how healthy eating and an active lifestyle can go hand in hand.



## *Sid Miller Visits Klein ISD*

Commissioner Sid Miller spent the day with the incredible staff and students of Klein ISD in Klein, Texas, to celebrate their outstanding success in the Texas Farm Fresh Challenge. Klein ISD was recognized for its dedication to serving fresh, Texas-grown foods from local farms in school meals. During the visit, Commissioner Miller toured the school garden and joined students for an engaging, hands-on experience with the mobile dairy classroom, where they learned how food is grown, produced, and brought to the table. The Texas Department of Agriculture extends its appreciation to Klein ISD for championing Texas agriculture and inspiring the next generation of healthy eaters and future farmers.





# NEW PROGRAMS FOR PRODUCERS

While the Texas Department of Agriculture (TDA) has long offered grant opportunities that can transform the lives of Texas producers, some of its most popular programs expanded significantly in 2025. In the recent legislative session, the Texas Legislature passed House Bill (H.B.) 43, which made significant revisions to TDA's Texas Agricultural Finance Authority (TAFA)—with some maximum award amounts increasing to half a million dollars.

***“H.B. 43 is exactly the kind of legislation we needed to see for Texas producers,” said Texas Agriculture Commissioner Sid Miller. “TDA is ready to expand programs that provide crucial support and strengthen rural agricultural communities across the state.”***

Originally established in 1987, the Texas Agricultural Finance Authority (TAFA) supports agricultural production and economic development in the agricultural sector through financial assistance programs. Some of these programs included the Agricultural Loan Guarantee, the Interest Rate Reduction Program, and the Young Farmer Grant.

H.B. 43 made significant revisions and expansions to these programs. Most notably, the bill removed limits on maximum loan amounts for single agricultural businesses, broadened eligibility to include any agricultural businesses in Texas, and eliminated age requirements for the Young Farmer Grant and Young Farmer Interest Rate Reduction Program.



## TEXAS AGRICULTURAL GRANT PROGRAM

Previously known as the “Young Farmer Grant Program,” the **Texas Agricultural Grant Program** has expanded from fostering new agricultural businesses to now include maintaining agricultural businesses, agricultural uses of land, and fostering supply chain resiliency. There are no age restrictions for this grant, meaning even more agricultural businesses (not just “young farmers”) can qualify for an award. Other program changes include:

- Increasing the maximum grant amount from \$20,000 to \$500,000
- Expanding eligibility to include both agricultural producers and businesses
- Decreasing required cost match from dollar-for-dollar to 10%





# NEW PROGRAMS FOR PRODUCERS

## FARMER INTEREST RATE REDUCTION PROGRAM

Previously known as the “The Young Farmer Interest Rate Reduction Program,” the Farmer Interest Rate Reduction Program improves interest rates for agricultural loans through a linked-deposit program with the Texas Comptroller. TDA works with lenders and the Comptroller to secure financing, which can be used for any agriculture-related operating expense.

The program was updated to remove all age restrictions and increase the maximum loan amount to \$1 million, significantly increasing the scope of the program.

## HOW TO APPLY

If you’re interested in applying for these expanded programs, keep an eye out for applications on TDA’s website under “Texas Agricultural Finance Authority.”

- **Texas Agricultural Grant Program:** Applications are not yet available as the TAFA Board continues to develop the program. Finalized materials are expected by early 2026, but TDA encourages applicants to continue checking the website for updates. If you’d like to be notified when the program launches, sign up [here](#)!
- **Farmer Interest Rate Reduction Program:** Applications are accepted on an ongoing basis. You should work with a lender to apply.

The expansion of TAFA programs, particularly in terms of maximum award amounts, is an opportunity for producers across all agricultural industries. With H.B. 43, TAFA programs can significantly expand the economic reach of Texas producers



# THE COMMISSIONER'S ADDRESS



## OPINION: TRUMP'S TARIFFS ARE A WIN FOR RURAL AMERICA

*By Commissioner Sid Miller*

If anyone still doubts that the Trump administration is serious about standing up for America's farmers and ranchers, the latest round of agricultural tariffs should put those doubts to rest. For far too long, our producers have been treated as bargaining chips in a global trade system tilted against them, especially by foreign powers like China, where the playbook has been simple: let America and American consumers take the hit.

Those days are over. Tariffs are a tool to level the playing field, to bring real partners to the negotiating table, and to make clear that the heartland of this country will no longer be taken for granted. I'm proud to stand with the Trump administration in

defending our farmers, our commodities, and the strength of the American economy.

My friend and ally in this fight is U.S. Secretary of Agriculture Brooke Rollins. She and President Trump have made it clear that these tariffs are strategic. To save America from unfair trade practices, we must realign the playing field in a transformative way. And yes, we must weather some short-term storms to build a stronger, fairer framework.

Let's not forget what caused this mess. The Biden administration sat on the sidelines during trade negotiations and allowed America's competitors to gain advantage. That's what this new tariff push corrects: it forces other nations to pay up, drop discriminatory barriers, and give our producers real access. And make no mistake, it's not about punishing consumers, it's about protecting producers. It's about striking deals that provide our producers with customers and markets around the world.

We cannot afford to sit back and let foreign powers carve out big chunks of our markets. President Trump is wielding tariffs as a leverage tool to compel better deals, reset trade relationships, and make foreign nations come to us. And tariff revenue helps give the Trump administration what it needs to defend farmers and to offset disruptions during the adjustment period in a targeted way.



I get the concern about unintended consequences from these policies, but let's be clear: what's more dangerous is doing nothing. Every year we cede market share, we lose farms, we hollow out rural communities, we weaken America. If tariffs bring in revenue and force a reset, that's better than bleeding out silently. Mark my words, President Trump knows that a golden age for American farmers is just around the corner, and what he is doing now is laying the foundation.

These tariffs are the stick behind the carrot of new trade deals. Take the recent wins, expanded access for dairy in Costa Rica, new openings in Thailand, Vietnam, and Brazil all markets that once barred American citrus, American apples, and American stone fruit. That's real, tangible progress.

The Trump administration has moved quickly to show that diplomacy follows tariffs. Dozens of nations have reached out for talks in response to the new tariff policy, and we expect new trade deals will be struck in short order. That's leadership that puts America first.



I've spent my life fighting for Texas agriculture, pushing to stop overreaching federal policies and to let our local producers thrive. That's why I back this administration's willingness to fight, not retreat.

Here's my promise: I stand with the Trump administration's tariff strategy. I stand with Secretary Rollins, who knows we must be disruptive now, so the long-term gains are real and sustained. Let critics scream, I'll stay in the dirt. I'll fight for the farmers, the ranchers, and rural America that brings in the harvest. Because for me, America First isn't a slogan, it's survival.







**GO TEXAN.®**

# HOWDY TO OUR NEW PARTNERS

Join us in giving a warm Texas welcome to our newest GO TEXAN® partners! From popcorn to wine, these new members are crafting tastes of and for Texas.

✦ Click on a name below, and prepare for greatness!

*Howdy,  
Neighbors!*



**EZNER FARM**  
**LONESTAR ANTLER CHEWS**  
**I'D RATHER BAKE**  
**TRINITY RIVER DISTILLERY**  
**PLANTIBLE**  
**MCLANE GROUP**  
**KELLY'S KREATIONS SWEETS**  
**MAMA GRANDE**  
**KITCHEN PRIDE**  
**CAPITAL PRECAST**  
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**WHISKWELL**  
**ST. BLANE'S HOT SAUCE**  
**EXOTIC TEXAS KNIVES**  
**BORRACHO SALSA**  
**IRONHORSE INVESTMENT**  
**SADDIS CUSTOM DOG HOUSES**  
**MADENLEVANT**  
**GREENGOLD FARMS**  
**R&B DOG BAKERY**  
**TCF MARKETING**  
**KELLY KREATIONS**  
**RAISED IN A SOUTHERN KITCHEN**

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# GO TEXAN!



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HOSTED BY COMMISSIONER SID MILLER

TDA ORIGINAL

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TEXAS DEPARTMENT OF AGRICULTURE  
**COMMISSIONER SID MILLER**

A photograph of Commissioner Sid Miller, an older man with white hair, wearing a white cowboy hat, a white long-sleeved button-down shirt, blue jeans, and a large silver belt buckle. He is standing next to a brown horse with a white blaze on its face. The background shows a dirt area with a metal fence and bare trees under a clear sky.

**HERE FOR  
TEXAS**