

TEXAS

October 2025

Agriculture Matters

Preview Night
*at the State Fair
of Texas*

MAKE AMERICA HEALTHY AGAIN

MILLER MEETS WITH SECRETARY ROBERT F. KENNEDY JR. AND DR. OZ

NATIONAL SCHOOL LUNCH WEEK

CREATING A FARM FRESH GENERATION

AGRICULTURE FIRST

ENTERING A NEW GOLDEN AGE



TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

Welcome to the

STATE FAIR

of Texas 2025

Commissioner Sid Miller welcomed Texans to the grand opening of the GO TEXAN Pavilion, presented by Southwest Dairy Farmers, at the 2025 State Fair of Texas on Thursday, September 25. The Pavilion, a longtime fair tradition and centerpiece of the Texas Department of Agriculture's GO TEXAN program, showcases the very best Texas-grown and Texas-made products all in one place. The Preview Night, presented by Texana Brands, opened with a performance by Texas Country Music Awards-nominated singer-songwriter, Dallas Burrow, following a ribbon-cutting ceremony led by Commissioner Miller, delicious food and beverage samples from GO TEXAN vendors, Texas Star Ferris Wheel rides, and a celebration of the 2025 Texas Vintners Cup award ceremony. Preview Night attendees also got the first glimpse of the GO TEXAN Explores: Texas Wines podcast.



Everyone knows the State Fair of Texas for its iconic food and fun attractions, but underneath all those things, the State Fair represents the celebration of Texas heritage and embodies all aspects of the Lone Star culture. Although much has changed throughout its 138 years of operation, the State Fair of Texas strives to celebrate all things Texas by promoting agriculture, education, and community involvement while preserving its historical roots that laid the fair's foundation.

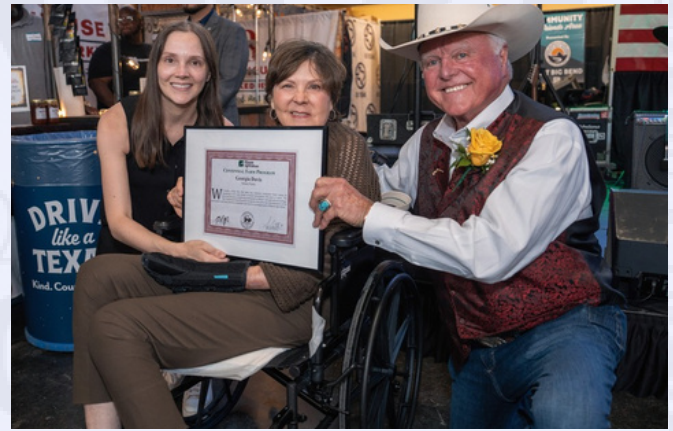
The GO TEXAN Pavilion

During the State Fair, visitors can enjoy food and beverage samples from across the Lone Star State, daily wine tastings, and the popular North Texas Wine Hour featuring local wineries from the North Texas Winery Association. The GO TEXAN Pavilion, sponsored by Southwest Dairy Farmers, features the C.H. Guenther General Store, stocked with authentic Texas goods ranging from gourmet sauces and handmade ornaments to jerky, candy, and home décor. Since its launch in 1999, the Pavilion has celebrated the pride and innovation of Texas agriculture. Last year's event drove record-breaking sales of over \$1,000,000 for participating GO TEXAN businesses. This year, Commissioner Miller says the Pavilion will once again connect fairgoers to the hardworking farmers, ranchers, and small business owners who make Texas agriculture the backbone of the state's economy.



The State Fair started with humble beginnings, experiencing conflict during its construction, short revenues, and high expenses. Since reorganizing the facility, the State Fair of Texas has prospered, establishing new records for profit and attendance. The State Fair added new attractions and events, keeping pace with the culture of the times. In 1929, the Texas-OU football game was established as an annual fairtime event and the following year, the iconic Cotton Bowl was constructed. During the 1950s, an international livestock show was set in place, Elvis Presley held a concert at the Cotton Bowl, and Big Tex made his first appearance alongside a visit from Vice President Richard Nixon.

While embodying Texas heritage and culture well, the State Fair also highlights Texas agriculture, a key part of our state's identity. The State Fair of Texas offers a variety of interactive and informative exhibits that bring awareness to agriculture and livestock. Some activities include feeding animals at the petting zoo, learning about different livestock species during daily guided tours, and a Farm to School booth at the GO TEXAN Pavilion hosted by the Food and Nutrition division at the Texas Department of Agriculture where children and families can learn about how food travels from their local farms to their school cafeteria or childcare center through engaging hands-on exhibits.



“Join us at the GO TEXAN Pavilion, presented by Southwest Dairy Farmers, to get a taste of why Texas Agriculture Matters,” Commissioner Miller said. “Every day, our GO TEXAN partners are serving up samples of their homegrown products. From farm to table, this is your chance to try, shop, and celebrate the best that Texas farmers, ranchers, and small businesses have to offer. Don’t miss out on the true spirit of Texas agriculture!”

TDA’s GO TEXAN Pavilion, sponsored by Southwest Dairy Farmers, is located on Nimitz Dr, and is open to the public during the State Fair. Find out more about the GO TEXAN pavilion [here](#).



FOOD AND NUTRITION

Excellence



NATIONAL SCHOOL LUNCH WEEK

Every October schools team up with the Texas Department of Agriculture (TDA) for two events that focus students' attention on good nutrition, the Farm Fresh Challenge and National School Lunch Week. Commissioner Sid Miller's Farm Fresh Challenge runs throughout October, and National School Lunch Week 2025 is Oct. 13-17. Both events give school nutrition teams a chance to rally student support for the hard work they do and TDA boosts their efforts and creativity with promotional materials, press releases, and more.



All Texas schools can supplement their own creative decorating with TDA materials available at SquareMeals.org/NSLW. TDA provides an array of downloadable resources and a marketing toolkit and a celebration guide to help nutrition teams maximize the impact at school and in the community. Coloring sheets, posters, a participation chart, and more can be printed out and distributed or displayed in the cafeteria and around school. TDA-curated menus highlight local products from eight Texas regions. The menus support the Texas Taste Tour theme and assist schools in meeting the parameters of the Farm Fresh Challenge.



This year marks a first for National School Lunch Week celebrations in Texas. A TDA contest allowed schools to enter to win a cafeteria makeover for National School Lunch Week. TDA staff will visit the winning school districts in East Texas, Dew Independent School District (ISD) and Latexo ISD, to transform selected cafeterias with decorations showcasing this year's theme: "Texas Taste Tour: Your School Lunch Passport!" The professional-quality presentation is guaranteed to drive more students to the cafeterias.

FOOD AND NUTRITION *Excellence*

TDA promotional materials also support the Farm Fresh Challenge. Challenge parameters require schools to serve Texas products, share Farm Fresh messaging on social media, and provide opportunities to learn about Texas agriculture. TDA resources include a cookbook geared toward seasonal Texas products, educational materials, and a social media toolkit. Schools can earn recognition for meeting all the parameters in one of three tiers—Cream of the Crop, Best of the Bunch, or Prime Participant.



Last year, the number of participants completing the Challenge increased by 22.5 percent. Spending on Texas products during the Challenge increased from \$13.9 million in 2023 to \$19 million in 2024. This year's Farm Fresh Challenge includes 168 school districts and several childcare operators, with more than 60 that did not participate last year; it is on track to exceed last year's participation level. Click [here](#) to learn more about the Farm Fresh challenge.

Schools participating in these two events set the standard for success in Texas school nutrition. Adding promotional and educational activities to a busy day serving meals deserves recognition and support. Parents can encourage children to eat lunch at school and social media users can like their schools' posts. This October, say thanks to your local school nutrition professional and join them in supporting Texas farmers and ranchers by looking for local products when you can. Remember, Texas Agriculture Matters.



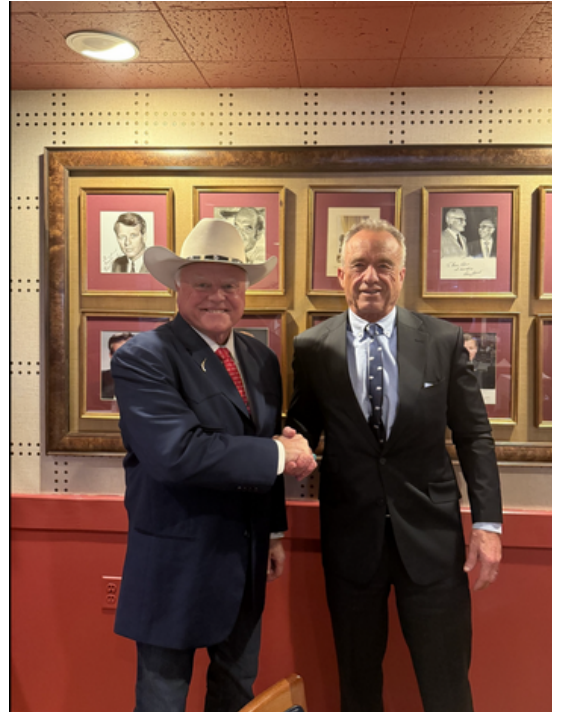
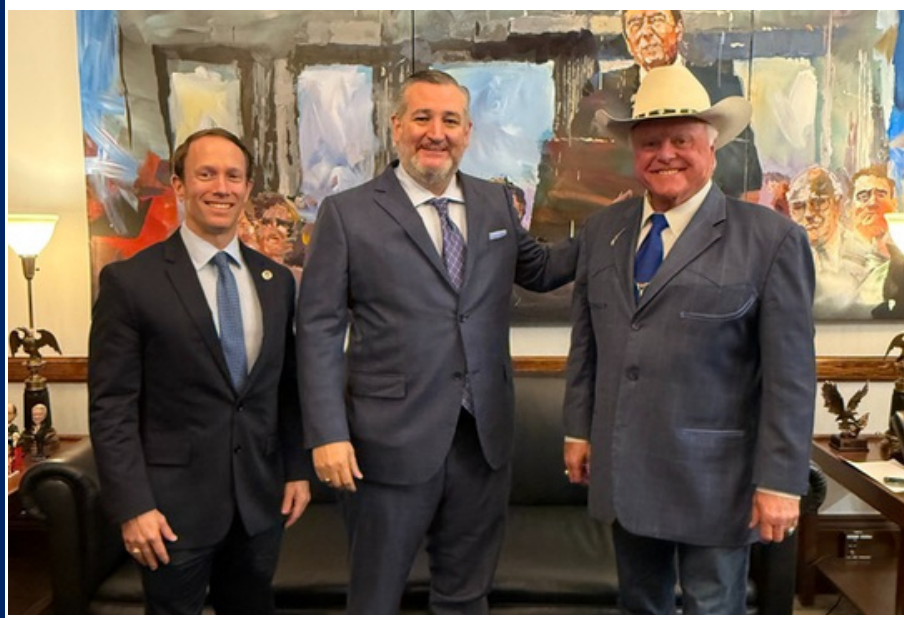
Farm Fresh Challenge



HOME GROWN & HEALTHY:
CREATING A FARM FRESH GENERATION

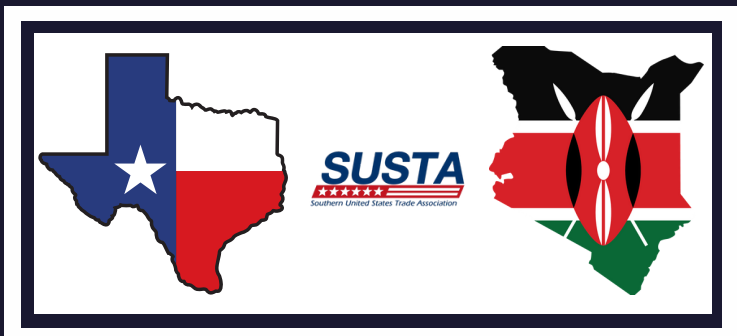
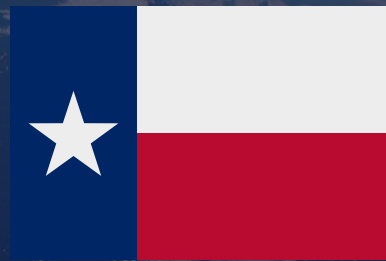
SID MILLER LEGISLATIVE VISITS IN WASHINGTON D.C.

While in the nation's capital, Commissioner Miller had the opportunity to catch up with a close friend and current Secretary of Health and Human Services (HHS), Robert F. Kennedy Jr. During their lunch, the two discussed how Texas is leading the country in the "Make America Healthy Again" movement. Through the actions of Commissioner Miller and the Texas Legislature, the Lone Star State remains one of the healthiest places to live, work, learn, and grow!



Just down the street, Commissioner Miller met with a few of our fantastic Texas representatives, including Senator Ted Cruz and Representative Monica De La Cruz. Commissioner Miller also had the chance to meet Dr. Oz, who serves as the current Administrator for the Centers for Medicare & Medicaid Services (CMS).

From Texas TO THE WORLD



This summer, the Texas Department of Agriculture (TDA) traveled to Nairobi, Kenya, for an outbound trade mission. Though TDA attended alongside several U.S. companies, Texas specialty fruit wine left a big impression on Kenyan businesses.

Outbound trade missions are international events that allow U.S. companies to meet with trade representatives and experience a new market first-hand. Typically organized in partnership with organizations like the Southern United States Trade Association (SUSTA), these events include everything from retail visits to one-on-one meetings between Texas businesses and international buyers.

"We are fortunate that the Southern United States Trade Association organizes attendance at these events so our amazing Texas businesses can expand international partnerships," said Texas Agriculture Commissioner Sid Miller. "Promoting international export opportunities is key to maximizing demand for Texas products."

TDA accompanied six U.S. exporters on this SUSTA outbound trade mission. Before attendees began meetings with potential buyers, SUSTA and USDA coordinated an overview of the Kenyan market and consumer trends for all attendees. The Lone Star State was represented by Texas company Water2Wine, who promoted their specialty fruit wines during retail tours and tastings.

SUSTA organized a total of 48 one-on-one meetings between American exporters and Kenyan buyers. Water2Wine represented eight of these meetings, where they pitched their business and offered samples of their fruit wine. Kenyan businesses were impressed, leading Water2Wine to gain several connections and opportunities for partnership with local distributors.

"My favorite part of the trip was sitting in on meetings and watching skeptical buyers—who had never heard of specialty fruit wines—get excited about Water2Wine once they heard their story and tasted their products," said Bradine Griffiths, who represented TDA at the event. "It was an opportunity to showcase Texas agriculture in a new and exciting way."

The importance of international outreach to Texas agriculture cannot be understated. By forming connections and garnering interest in Texas products, TDA can establish new opportunities overseas. With its strong interest in Texas wine, Kenya is poised to be a fruitful market for Texas products.

If you are a Texas business interested in attending outbound trade missions, click [here](#).

TEXAS AGRICULTURE *Matters!*



Noblemen Wines



Noblemen Wines was founded in 2019 by Austin and Katie Pitzer. This year, Victor and Elizabeth Eichhorn, a husband-and-wife duo and owners of Copper Rose Wine Bottle Shop, took over the Pitzer's wine brand. Being longtime industry friends, Victor and Elizabeth continued their legacy of offering communal wine experiences and expanded the brand to what it is today. Elizabeth owns the bottle shop and Victor owns Noblemen Wines, but the co-owners share responsibilities across the board, from sales and marketing to store management. Together, they have picked up many friends and met family-like colleagues, experiencing the real community of the wine world.

Noblemen Wines sets itself apart from other wineries by positioning itself as one of the few urban representations of Texas wine. Most Texas wines are produced and sold in the Hill Country, where the largest and longest-standing vineyards are located; however, Noblemen Wines operates in the heart of downtown San Antonio, a major and growing city where diverse demographics of people live. Victor and Elizabeth strive to make wine more approachable. Whereas others may envision wine for bachelorettes, destinations, and steak dinners, Elizabeth says, "wine is more communal and daily than what we give credit for." Experience is an essential part of wine tasting, but Victor and Elizabeth focus on the wine itself exclusively. It's their commitment to quality and the urban customers who represent themselves.



The winery has historically sourced its grapes from the Texas High Plains. Due to the hot climate, grapes ripen quickly but not evenly, resulting in earlier harvests. This means that Texas wines are low in tannin and high in citrus notes, which requires everyone in the Texas wine industry, from farmers to production managers, to be acquainted with the field and truly know their grapes and the wine production process because of how unique it is. However, this also sets Texas wines apart from other parts of the country, such as Napa Valley, because they are more fruit-driven and crisp.

Victor and Elizabeth's knowledge of wine make it so evident that, to them, wine is not just a drink for social settings, but a science, art, and craft. Noblemen Wines earned recognition at the Vintners Cup and was one of the few wineries selected to hold a wine pouring at the GO TEXAN Pavilion at the State Fair of Texas. Victor mentioned that as soon as he took over Noblemen Wines, he joined the GO TEXAN program because he wanted their products to be marked by the GO TEXAN seal of approval: 100% made in Texas. He's proud to contribute to local agriculture, and even though it has been less than a year since they joined, GO TEXAN has helped introduce Victor and Elizabeth to people in the Texas wine scene—in addition to learning more about sales opportunities, conventions, and trade shows. They hope to continue to work with the Texas Department of Agriculture to expand the wine industry, securing Texas as a rising place in the global market. Noblemen Wines is proud to contribute to this pivotal moment in the industry's growth. Visit their Instagram pages:

[@noblemenwines](#) and [@copperrosewine](#)

HOME-DELIVERED MEALS PROGRAM GRANT

For senior, disabled, or otherwise homebound Texans, hunger is a real risk. Struggles with mobility can reduce access to basic needs, including consistent and nutritious meals. To support this community, the Texas Department of Agriculture (TDA) opened applications for the Texans Feeding Texans: Home-Delivered Meal Grant Program (HDM) on September 1, 2025.

HDM incentivizes aid that begins directly within Texas communities. Established in 2007 by the Texas Legislature, the program provides financial support to nonprofit meal service providers that deliver to homebound Texans. Information about the application process is available on TDA's Home-Delivered Meal Program [webpage](#), and applications must be submitted by November 3, 2025.

"These programs are so much more than food," said Texas Agriculture Commissioner Sid Miller. "A home-delivered meal isn't just lunch—it can be a reminder to some of our neediest that they are not forgotten. That's why the Home-Delivered Meal Grant Program is so important. It might be early yet, but I encourage all eligible organizations to start working on their applications right now."

The program also fosters partnerships between local meal providers, counties, and the state. HDM is a non-competitive grant, meaning everyone who is eligible will receive a formula-based award. To qualify, however, meal-providing organizations must obtain a grant from the county in which they operate. This process can be lengthy, which is why Commissioner Miller encourages applicants to get ahead of the deadline.



The program was designed to ensure that county funding goes directly toward homebound Texans in need. To complete an application, meal providers will be required to include a special county resolution that pledges their monetary portion of the program requirement to HDM.

With the support of this program, meal providers can bring TDA dollars directly into their communities. Most importantly, seniors and disabled Texans will be able to receive crucial support, both nutritionally and socially. These programs connect homebound Texans to their communities.

"Our Home-Delivered Meal Grant Program is about making a difference," said Commissioner Miller. By supporting local meal providers, we deliver nutrition, a sense of community, and care to those who need it most. This initiative is a testament to the Texas spirit of neighbor helping neighbor."

"I urge applicants to begin working with their county officials as soon as possible to get these resolutions approved," says Commissioner Miller. "Sooner is better than later, so that even more Texans can benefit from these grants."

THE COMMISSIONER'S ADDRESS



OPINION: TEXAS READY FOR A GOLDEN AGE OF PUTTING AGRICULTURE FIRST

By Commissioner Sid Miller

Farmers and ranchers don't expect handouts; they want a fair deal. Once again, with President Donald J. Trump, American agriculture finally regained the recognition and support it deserves. Trump respects rural America for what it is: the backbone of this country, not something to be pushed aside or exploited for political gain.

When President Trump took office, agriculture was on shaky ground. Markets were unpredictable, trade deals were not in our favor, and family farms were struggling to hang on.

However, President Trump and the United States Department of Agriculture (USDA) Secretary, Brooke Rollins, took charge with strong, no-nonsense leadership. They set to work fixing the problems that career politicians ignored, and they did it in a hurry.

After only a few months in office, the results speak for themselves. The most recent USDA forecast shows the US trade deficit declining for the first time in years. This didn't just happen on its own. President Trump pushed back against China and other countries that cheat on trade, took down unfair barriers, and leveled the playing field for American producers.

The Trump administration is preparing to renegotiate trade agreements, such as the United States-Mexico-Canada Agreement (USMCA), to create fairer competition for Texas beef, corn, cotton, and dairy farmers. They are reducing burdensome regulations, such as the Waters of the United States (WOTUS), protecting family farms from excessive government interference, and returning control to the landowners who work the land.

Trump also implemented historic tax relief, allowing families to reinvest in their farms rather than sending their profits to the IRS.

He secured \$50 billion for rural healthcare, expanded broadband, rebuilt infrastructure, and defended American agriculture against foreign markets trying to undercut us.

That kind of leadership makes a tangible impact on the ground. Farmers and ranchers in Texas saw the effects in their operations, markets, and livelihoods. Whether it's cotton growers in the Panhandle or ranchers in the Hill Country, people are feeling the difference.

Unfortunately, the Biden administration shoved rural America aside and walked away. Instead of empowering producers, they bogged us down with regulations, drove up the costs of fuel, fertilizer, and equipment, and weakened our position abroad. They treated the hardworking men and women who feed this nation like a problem, not the solution.

For years, Texas agriculture has faced significant challenges. From global competition to threats like the New World screwworm and devastating fires and floods, producers have had to overcome many obstacles.



Now, my agency can work closely and proactively with the USDA to deploy new technology and resources, rather than competing with those who should be providing support. Our partnership with the USDA and Secretary Rollins is crucial because our farmers need protection and a fair chance at success.

President Trump is showing what happens when a leader prioritizes the economic engine of American agriculture. Every meal, every export, and every job in rural America and beyond confirms one simple truth: this country depends on agriculture.

Because of exemplary leadership in the White House, we can tap into new markets, embrace cutting-edge technology, and empower the next generation of farmers and ranchers. President Trump has already established a phenomenal track record of prioritizing America and American agriculture.

Here in Texas, we're continuing that momentum, standing up for rural America and maintaining our state's position as a global leader in agriculture.



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!

CASA RICA TORTILLAS

RED RIVER WINES

THE CAJUN TURKEY COMPANY

SATURDAY BOUQUET

ALL WE NEED FARM

HONEY BEES UNLIMITED

TEXAS SURF CONSERVANCY

LIVELY BEACH RESORT

STAYLYTE

OUR SIMPLE THINGS

FARMER'S DAUGHTER LANDSCAPE

WESTERN LINENS

PROHIBITION PICKLES

RUDE HORSES

WATER STREET OYSTER BAR

22 CONCORDIA FARMS

BOSQUE RIVER TAPHOUSE

RIO TO RED WINERY

PRIMACORA

WINERY ON THE BAY

DOG'GONE BREWERY

JJJ FARMS

EMMY Ts

Howdy, Folks!

BECOME A PARTNER TODAY!

<https://www.gotexan.org/JOIN>

GO TEXAN!



HOSTED BY COMMISSIONER SID MILLER

TDA ORIGINAL

TEXAS OUR TEXAS



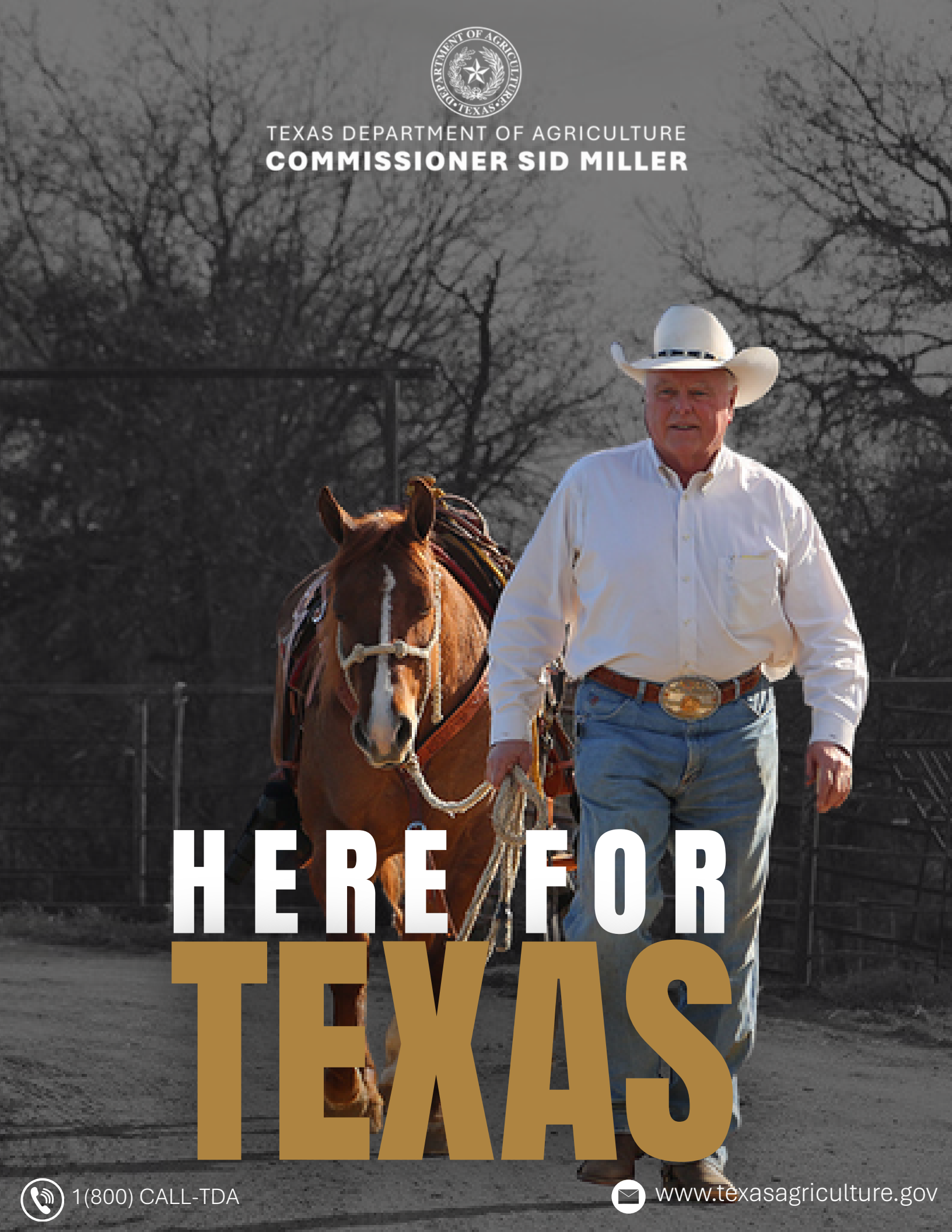
THURSDAYS
6:30 PM CT

RFD TV

dish DIRECTV Spectrum firetv Roku



TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

A photograph of Commissioner Sid Miller, a man wearing a white cowboy hat, a white long-sleeved shirt, blue jeans, and a large gold belt buckle. He is standing next to a brown horse, holding its lead rope. The background shows a fence and bare trees, suggesting a rural setting.

**HERE FOR
TEXAS**