

1 AN ACT

2 relating to establishing a "Made in Texas" labeling program.

3 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:

4 SECTION 1. Subtitle F, Title 4, Government Code, is amended
5 by adding Chapter 490D to read as follows:

6 CHAPTER 490D. "MADE IN TEXAS" LABELING PROGRAM

7 SUBCHAPTER A. GENERAL PROVISIONS

8 Sec. 490D.001. DEFINITIONS. In this chapter:

9 (1) "Office" means the Texas Economic Development and
10 Tourism Office.

11 (2) "Program" means the "Made in Texas" labeling
12 program established under this chapter.

13 SUBCHAPTER B. "MADE IN TEXAS" LABELING PROGRAM

14 Sec. 490D.051. ESTABLISHMENT OF "MADE IN TEXAS" LABELING
15 PROGRAM. (a) The office shall establish and administer a "Made in
16 Texas" labeling program.

17 (b) In establishing the program, the office by rule shall:

18 (1) establish criteria for determining whether a
19 person may sell, advertise, or offer for sale in this state a
20 product that uses "Made in Texas" or equivalent phrasing to
21 represent that the product was made in whole or in substantial part
22 in this state; and

23 (2) design and administer the use of a logo for
24 products to be labeled as "Made in Texas" and adopt an application

1 process for authorizing use of the logo.

2 (c) The criteria established under Subsection (b)(1) must
3 include a requirement that all or virtually all significant parts
4 and processing of a product originated in this state.

5 Sec. 490D.052. EXEMPT PRODUCTS. This chapter does not
6 apply to or authorize the office to adopt rules governing the
7 labeling of:

8 (1) wine; or

9 (2) Texas agricultural products, as defined by Section
10 [12.0175](#), Agriculture Code.

11 SECTION 2. This Act takes effect September 1, 2023.

President of the Senate

Speaker of the House

I certify that H.B. No. 2194 was passed by the House on April 26, 2023, by the following vote: Yeas 146, Nays 3, 1 present, not voting; and that the House concurred in Senate amendments to H.B. No. 2194 on May 24, 2023, by the following vote: Yeas 128, Nays 14, 1 present, not voting.

Chief Clerk of the House

I certify that H.B. No. 2194 was passed by the Senate, with amendments, on May 18, 2023, by the following vote: Yeas 30, Nays 1.

Secretary of the Senate

APPROVED: _____

Date

Governor