

## **BILL ANALYSIS**

H.B. 1858  
By: Wise  
Agriculture & Livestock  
Committee Report (Unamended)

### **BACKGROUND AND PURPOSE**

*Go Texan* is a program administered by the Texas Department of Agriculture (TDA) which has received national recognition for the promotion and marketing of Texas products. While agriculture is one of the state's largest industries, there are numerous non-agricultural products that are made, produced or manufactured in Texas, including computer software and hardware or beverages such as Dr. Pepper, that are promoted and sold across the United States.

The current *Go Texan* program, which was established by the 76th Legislature, has added a new dimension to the marketing of Texas agriculture. The campaign promotes all Texas agricultural products - food, fiber, wine, and horticulture - under one easily recognizable trademark - a brand in the shape of Texas. The purpose of this legislation is to add non-agricultural products produced, made, or developed in Texas to the *Go Texan* program administered by the Texas Department of Agriculture.

### **RULEMAKING AUTHORITY**

It is the committee's opinion that rulemaking authority is expressly granted to the Texas Department of Agriculture in Sections 12.0175(a) and (b), Agriculture Code, of this bill.

### **ANALYSIS**

H.B. 1858 amends the Agriculture Code by stating that TDA shall encourage development and promotion of other industries that grow, process, or produce products in this state. The bill states that TDA by rule may establish programs to promote and market agricultural products and other products grown, processed, or produced in the state. Additionally, it states that TDA may charge a membership fee, as provided by department rule, for each participant in a program.

### **EFFECTIVE DATE**

Upon passage, or, if the Act does not receive the necessary vote, the Act takes effect September 1, 2003.