

IT'S A
NEW DAY
at the

TDA

AGENCY ACCOMPLISHMENTS *under* COMMISSIONER SID MILLER



Howdy, Neighbors!

You may not know it, but the Texas Department of Agriculture (TDA) touches your life almost every day. From the gas pump you used to fill up your car this morning to the salsa you're eating at dinner, TDA was there to help. From the healthy lunches at your child's school to the scales used to weigh your luggage at the airport, TDA was there, too. From our role as the state consumer protection agency to administering school lunches and marketing Texas products, the TDA is a diverse and busy place. We work hard every day to serve you.

Since I was sworn into office in 2015, I've also worked diligently to make this agency better. Enclosed is just a glimpse of the many ways we're working better, faster and more efficiently for you. As always, it is my honor to serve as your Texas Agriculture Commissioner and remind you that *Texas Agriculture Matters!*

Your Servant,

Sid Miller
Texas Agriculture Commissioner



TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

P.O. BOX 12847
AUSTIN, TEXAS 78711
1.800.TELL.TDA TEXASAGRICULTURE.GOV

ACCOMPLISHMENT HIGHLIGHTS

INCREASED CONSUMER PROTECTION

In the last year, TDA conducted more food safety inspections, more accuracy checks of gas pumps and commercial scales than ever before — all to protect you. **MORE INSIDE**

GREATER EFFICIENCY

TDA conducted more inspections to serve you, but we restructured our processes to make them more cost-effective with fewer miles driven, lower fuel costs and better fleet management. **MORE INSIDE**

HEALTHIER KIDS

Commissioner Miller has made it his mission to have healthier Texas school kids! Thanks to his Farm Fresh Initiative, more kids are introduced to healthy, tasty, locally grown food every day. More local products were bought by the USDA for Texas schools than the year before! **MORE INSIDE**

MARKETING THE BEST OF TEXAS

Under Commissioner Miller, the GO TEXAN marketing program has soared. Designed to help Texas companies market their products, the GO TEXAN program now has more members, better member benefits, more positive exposure for our members and even a NASCAR truck to cheer for! **MORE INSIDE**

SELLING TEXAS TO THE WORLD

We all know Texas has the best locally grown food and agriculture products in the world. Commissioner Miller and the team at TDA have traveled to almost every continent in the globe to let everyone else know, too. **MORE INSIDE**

BOOSTING RURAL TEXAS

Through the efficient use of state grants and loans, the TDA has provided a much-needed boost to small communities across the Lone Star State. From assisting farmers in need to supporting local food banks to helping repair rural infrastructure, TDA is helping rural Texas remain a great place to live and raise a family. **MORE INSIDE**

PROTECTING TEXAS CONSUMERS



The Texas Department of Agriculture is THE consumer protection agency for Texas, inspecting everything from eggs to BBQ restaurant scales and gas pumps to ensure that Texas consumers get what they pay for. Commissioner Miller's changes have increased inspections while reducing costs.



FUEL PUMP INSPECTIONS

- Inspections for pump accuracy **UP↑ 27%**
- Inspections for fuel quality **UP↑ 80%**
- Frequency of inspections **INCREASED** from once every eight years to once every 24 months
- Commissioner Miller **SAVED \$300,000** by cancelling a costly inspection logistics contract
- New fuel Consumer Information Sticker led to a **14% INCREASE** in fuel complaints and better protection for consumers
- TDA inspectors looking for illegal **CREDIT CARD SKIMMERS** at fuel pumps that steal consumers personal data and credit card information.



AGRICULTURE-RELATED INSPECTIONS

- Egg Inspections **UP↑ 55%**
- Nursery / Floral Inspections **UP↑ 15%**
- Organic Operation Inspections **UP↑ 183%**
- In first 90 days of 2015, TDA **ELIMINATED** a two-and-a-half year backlog in organic certifications.



COMMERCIAL SCALE REGISTRATIONS AND INSPECTIONS

An important responsibility of the TDA is to register all scales used to sell a product to the public. Created by Commissioner Miller in 2015, Operation Maverick is an effort to identify unregistered scales at businesses across the state and bring them into compliance. This effort increased consumer protection by ensuring commercial scales are accurate and visible to the consumer.

- Sale-by-weight scale inspections **UP↑ 75%**
- New registrations (OPERATION MAVERICK) **UP↑ 385%**
- TDA now conducts **PACKAGE INSPECTIONS** to ensure pre-packaged food sold by weight is accurate.
- TDA also now conducts bar code **PRICE SCANNER INSPECTIONS** to ensure prices charged for items are accurate.

Did You Know?

By restructuring TDA operations, eliminating waste and boosting efficiency, Commissioner Miller increased inspections while reducing the number of miles driven by our inspectors.



MORE 1.5 MILLION INSPECTIONS **FEWER MILES DRIVEN**



OPERATION MAVERICK

INSPECTION LOCATIONS

- Pawn Shops
- Jewelry Shops
- Yogurt Shops
- Candy Stores
- Meat Markets
- BBQ Restaurants
- Buffet Restaurants
- Laundries
- Recycling Centers
- Hardware Stores
- Tobacco Shops
- Bait Shops
- Shipping Locations
- many more*



MARKETING TEXAS AGRICULTURE AND PRODUCTS



GO TEXAN.®

The TDA GO TEXAN program helps market and promote the products, culture and communities that call Texas home. Our iconic GO TEXAN brand, in the shape of Texas, has become a recognized symbol of the best Texas has to offer.

- GO TEXAN membership **INCREASED**
- Historic partnership with AM Racing to place GO TEXAN logo on race truck for **NASCAR CAMPING WORLD TRUCK SERIES**
- Partnered with **HOUSTON LIVESTOCK SHOW AND RODEO** to promote Texas wine, including a new belt buckle award presented to the top Texas winery
- State Fair of Texas Food and Fiber Pavilion re-named **GO TEXAN PAVILION** for 2016 Fair
- **HIGHEST** participation rate in history by GO TEXAN members participating in the TDA-managed Pioneer Brand GO TEXAN General Store at the State Fair of Texas
- Commissioner Miller created the first **GO TEXAN AMBASSADOR** program to involve former Dallas Cowboys Super Bowl champs and other Texas sports stars as advocates for the GO TEXAN program and its members.

TEXAS GLOBAL INITIATIVE



At Commissioner Miller's direction, the TDA has expanded international agriculture trade programs and coordinated activities on every continent, except Antarctica. Trade missions to countries like China have opened up new profitable markets around the world for Texas agriculture.

COMMISSIONER MILLER / TDA STAFF TRADE MISSIONS:

ARGENTINA	GERMANY	PANAMA
AUSTRALIA	INDIA	PARAGUAY
CANADA	ISRAEL	PHILIPPINES
CHINA	ITALY	SOUTH AFRICA
COLOMBIA	MALAYSIA	SOUTH KOREA
COSTA RICA	MEXICO	SUB-SAHARAN AFRICA
CUBA	NETHERLANDS	THAILAND
ECUADOR	NICARAGUA	UNITED ARAB EMIRATES
GHANA	PAKISTAN	



IMPROVING SERVICES

- **INCREASED** pesticide audits . . . **UP↑ 334%**
- **STREAMLINED** process for pesticide applicators and provided more safeguards for consumers
- **IMPROVED** continuing education programs with Texas A&M AgriLife
- Brought agency from **DEAD LAST TO TOP 5** of state agencies in contracting with Historically Underutilized Businesses

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FARM FRESH FRIDAYS



Commissioner Miller created the innovative Farm Fresh Friday farm-to-school program to encourage Texas schools to use fresh, locally grown food at least once a week. Using a carrot instead of a stick, Commissioner Miller lifted TDA mandates on local schools to allow them to launch creative farm-to-table programs like "Meet the Farmer Day." He also launched new educational efforts to retrain cafeteria workers to prepare appealing, healthy and fresh foods in our Texas schools. Commissioner Miller also created the Farm Fresh Network to connect Texas agricultural producers with child care centers, summer food sites and Texas schools.



- **ELIMINATED TDA MANDATES** to give Texas schools more local control over school nutrition
- Created **MEET THE FARMER DAY** at Texas schools to educate kids about where their food comes from
- Encouraged **SCHOOL GARDENS** to give kids firsthand experience in growing nutritious food for themselves
- Developed **MEAL APPEAL UNIVERSITIES** to retrain cafeteria workers to make their meals more appealing, healthy and nutritious
- Encouraged schools to make school nutrition more exciting with **FOOD TRUCKS** and **FOOD COURTS** featuring healthy and tasty meals
- TDA hosts the **LOCAL PRODUCTS CHALLENGE** every year to encourage schools to use more Texas-grown food

BUYING MORE TEXAS FOOD

In 2015, thanks in part to Commissioner Miller's new **FARM-TO-SCHOOL** programs, USDA purchased more Texas agricultural products than the previous year.

from FY'14-FY'15

INCREASE IN LOCAL FOOD PURCHASES  **\$12 MILLION**  **18%**

- Partnered with **JUMP WITH JILL**, a live-action, high-energy music and dance show to teach kids that eating healthy, locally grown food can be fun and cool
- Created **ART CONTEST** series to celebrate National School Lunch and National School Breakfast weeks
- Launched new hands-on, interactive educational **FOOD NUTRITION BOOTHS** at the State Fair of Texas, Houston Livestock Show and Rodeo and others



STRENGTHENING RURAL TEXAS

A top priority for Commissioner Miller and TDA is keeping rural Texas strong. From establishing the first Office of Water at the agency to administering state and federal grants targeted at helping rural communities, TDA is doing all it can to strengthen rural Texas.



- Created TDA **OFFICE OF WATER** to ensure agriculture is represented in state water policy discussions
- Awarded more than **\$73 MILLION** to rural communities for infrastructure improvements
- Launched **ENTERPRISE REVOLVING FUND** to make loans available to assist small businesses in rural communities
- Launched **CAPITAL FOR TEXAS** loan program for small businesses in rural Texas
- Made **\$9.6 MILLION** available to rural communities to repair infrastructure affected by natural disasters
- Provided more than \$120,000 to ag producers impacted by disasters like wildfires and floods through the privately-funded TDA **STATE OF TEXAS AGRICULTURE RELIEF (STAR)** Fund
- Received **\$17 MILLION** federal award to expand infrastructure for agriculture-based renewable fuels
- Awarded more than **\$8.7 MILLION** to 139 organizations providing home-delivered meals in 161 counties
- Awarded Feeding Texans program **\$5.6 MILLION** to distribute 42 million pounds of surplus agricultural products through 21 Texas food banks