

# COMMISSIONER MILLER RECRUITS WORLD CLASS ATHLETES TO PROMOTE TEXAS

*Former NFL stars named GO TEXAN Ambassadors to market Texas products and recruit new members*

HOUSTON, TEXAS, UNITED STATES, February 3, 2017 /EINPresswire.com/ -- HOUSTON – Today, Texas Agriculture Commissioner Sid Miller took the opportunity of a Texas Super Bowl to launch a new outreach effort designed to turn athletic fame into marketing gold for Texas-based products and companies. The Texas Department of Agriculture GO TEXAN Ambassador program will utilize sports heroes to help tout the agency's statewide marketing program and recruit new members. The GO TEXAN program, with its nationally-recognized signature logo in the shape of Texas, promotes the products, culture and communities that call Texas home.

Commissioner Miller today announced the following GO TEXAN Ambassadors: former Dallas Cowboy and two-time Super Bowl

Champion Billy Davis, Dallas Cowboy and three-time Super Bowl Champion Kevin Smith, two-time Super Bowl Champion Ray Crockett, and legacy football star Anthony Dorsett.

"With the eyes of the world focused on Houston for this weekend's Super Bowl, I am so proud to stand with these champions to highlight the best Texas has to offer," said Commissioner Miller. "Texas-made products and communities are the finest in the world and today I'm recruiting these world class athletes to carry that message all across the state. They are a great way to recruit new members into the program."

"As a proud 'Army brat' born and bred in the Great State of Texas, it is such a pleasure to be named as the Inaugural Team Captain of the GO TEXAN Ambassador Program," said former Dallas Cowboy Billy Davis. "Cowboys football is as much a part of our unique Texas heritage as the original Cowboys who helped tame our great state. That is why this Dallas Cowboy is proud to join with a real Texas cowboy -- Texas Agriculture Commissioner Sid Miller -- in helping promote the Texas owned and grown products that define our state just as much as a cowboy hat or a silver helmet with a blue star."

"I hope we are able to give back to Texas in a way commensurate with the way that Texas football has given to us," said Davis. "I look forward to joining many of my fellow National Football League peers in promoting all things Texan, both grown and owned."

From BBQ joints to GO TEXAN Certified Retirement Communities, the GO TEXAN program has been



Commissioner Sid Miller

promoting the best of Texas since 1999. In 2015, estimated gross sales for all GO TEXAN members totaled \$950 million, up 67.58 percent from \$642 million in 2014. The estimated economic impact for the same period totaled \$1.7 billion.

Currently, over 1700 GO TEXAN members enjoy the brand awareness and market promotion offered by the program.

“When you see the GO TEXAN brand, you’re looking at Texas pride,” said Commissioner Miller. “Texans want to buy products from other Texans and our Ambassadors will help spread the word: Go Local. Go Texan!”

But why GO TEXAN? Consumer research shows Texas consumers want to buy Texan and support their state. Ninety-seven percent of consumers surveyed perceive the quality of Texas goods to be superior to non-Texas products. Accordingly, eighty-one percent make an effort to purchase local Texas products.

Learn more about becoming a GO TEXAN member at [GOTEXAN.org](http://GOTEXAN.org). Find us on Facebook.

Mark Dallas Loeffler  
Texas Department of Agriculture  
(512) 517-8669  
[email us here](#)



Kevin Smith



Billy Davis

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the

company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2017 IPD Group, Inc. All Right Reserved.