

Commissioner Todd Staples

Texas Department of Agriculture

FOR IMMEDIATE RELEASE:
09-18-2009

CONTACT: Bryan Black
Veronica Obregon
(512) 463-7664

TDA's Food and Fiber Pavilion at the State Fair of Texas Hosts Must-See Events and Exhibits

DALLAS - The Texas Department of Agriculture's Food and Fiber Pavilion, presented by Borden, opens its doors for the 38th year at the State Fair of Texas, Sept. 25-Oct. 18. Fairgoers will experience the best entertainment, food and shopping offered in the Lone Star State.

"We're honored and excited to host this annual celebration of the diversity of Texas agriculture," Agriculture Commissioner Todd Staples said. "Not only have the Pioneer Brand General Store and the *Texas Monthly* Mercantile become a premier shopping destination for GO TEXAN products, but this year's onstage lineup of talent promises to be unforgettable."

The Pioneer Brand General Store and the *Texas Monthly* Mercantile offer hundreds of Texas-made foods, fashion and more to tempt shoppers. Last year, sales exceeded \$250,000.

Highlights of the Pavilion's Event and Activity Schedule:

- Daily entertainment and events on the Southwest Dairy Farmers Gazebo Stage will include cooking demonstrations by "The Dining Diva," Molly Fowler; a unique look into Texas agriculture at the Ag Magic Show; the Texas State Florist Association's presentation on how to pair Texas flowers with Texas wines; and live performances by the Cabaret Barbershop Quartet, Clickety Cloggers and Cowtown Opry.
- Borden's Elsie the Cow celebrates her 70th birthday and will return to the Pavilion to promote the goodness of Texas dairy products.
- Toast the tastes of Texas at the State Fair of Texas Wine Garden, presented by Kroger. Learn about the booming Texas wine industry and unique Texas varietals while meeting the people who have put the Lone Star State on the worldwide winemaking map. GO TEXAN Rural Community Program members will also be stationed outside the Wine Garden to help fairgoers plan their next Texas getaway.
- The Texas Forestry Association will give away more than 2,000 Shumard Oak, Live Oak and Bald Cypress seedlings during the seedlings giveaway, Oct. 12.
- Phenominoes' owner, Sandy Parker, will demonstrate how to make fun and funky jewelry out of used credit cards, gift cards and dominoes.
- Cool off and cheer on the competition at the Get the Scoop! Ice Cream Freeze-off. The winning ice cream maker receives prizes from Blue Bell. Also, enjoy free ice cream floats from Blue Bell every Wednesday in the Pavilion.

New Pavilion Exhibits include:

- New to the TDA exhibit, the [GO TEXAN Wildlife Initiative](#) exhibit features hunting trophies and encourages Texans to celebrate the outdoors.
- Check out the Texas Nursery and Landscape Association's display featuring the award-winning home from the Texas Excellence in Landscaping competition.
- The Texas Parent Teacher Association, the largest and longest-running child advocacy association, celebrates its 100th year with an exhibit highlighting significant agency milestones.
- TDA's Food and Nutrition exhibit will have an interactive video-recording booth with a children's video featuring Zobey, the purple monster from *Adventures of Zobey*, who encourages children ages 2-5 to be physically active and choose healthy foods. The area will also include a display of USDA foods used in schools and food banks.

Be on the lookout for these and other Food and Fiber Pavilion happenings by going to www.gotexan.org and clicking on the "State Fair 2009" link. Also, for the latest information on these exciting daily activities and more, follow the Pavilion's blog at www.foodandfiberpavilion.blogspot.com. Also, don't forget to tweet about events by following the Pavilion on Twitter at www.twitter.com/GOTEXANPavilion.