

**Testimony of Sabrina Fisher****Director of Marketing & Communications, Texas International Produce Association (TIPA)****Marketing Professional – 6 years in the Fresh Produce Industry****Supporter of Proposed Amendments to the South Texas Onion Committee Marketing Order (TX1015)**

Hello,

My name is Sabrina Fisher, and I am the Director of Marketing & Communications at the Texas International Produce Association. For six years I've worked directly in fresh-produce marketing. In my previous role with Full Tilt Marketing, I managed marketing for the South Texas Onion Committee (TX1015); today I remain involved with STOC initiatives. I'm here to express my support for four proposed amendments to the marketing order:

- Add a Public Member to the Committee
- Allow acceptance of outside monies (grants/partner funds)
- Permit assessment funds for paid advertising
- Establish continuation referendums at 51%

**Why These Changes Matter**

The marketplace that TX1015 onions compete in has changed. Shoppers are influenced by digital touchpoints, community voices, and retail platforms, and our programs must be credible, flexible, and measurable. These amendments bring the marketing order in line with that reality while reinforcing public trust.

**1) Public Member**

Adding a Public Member strengthens overall committee governance. It brings diverse perspective—from consumer interests, nutrition/public health, education, community outreach, or multicultural communications—so decisions reflect both industry needs and the broader public interest. This seat helps the committee consider equity, accessibility, and language across its work and encourages clear, plain-language communication about what the committee does and why it matters.

**2) Acceptance of Outside Monies**

Creative development, media, and measurement are more expensive than they used to be, and assessment dollars must stretch further. When retailers, health partners, or grant programs are willing to match or support programming, the ability to accept those contributions allows the committee to leverage its base resources, weather volatile seasons, and pilot new ideas—from supermarket dietitian education to bilingual materials—while maintaining transparency about the source, purpose, and outcomes of funds.

**3) Use of Assessment Funds for Paid Advertising**

Under current rules, assessment funds cannot support paid media. In my time leading STOC marketing, that meant strong content and clear audiences, but capped reach and missed seasonal windows. Allowing paid placements enables appropriate scale, more precise timing, and the ability to learn and

improve from season to season. The intent is educational and promotional for the commodity—not pricing or brand endorsements—and remains fully consistent with USDA oversight.

#### **4) Continuation Referendums at 51%**

Marketing impact builds across seasons. A simple majority helps preserve continuity so relationships, learnings, and program momentum are not lost, while still reflecting the will of producers and handlers. It's a practical standard that supports steady progress.

#### **Closing**

I've seen how modest, well-structured updates can unlock better education and stronger results. Adding a Public Member improves trust and relevance; allowing outside monies and paid advertising ensures resources meet today's marketplace; and a 51% continuation standard keeps effective work moving forward. Together, these amendments make the committee more responsive to growers, handlers, and the public.

Thank you for your time and consideration!