



IMAGE PROVIDED BY MATT WILLIAMS

GO TEXAN.

Ham

The rolls are baked, the potatoes are mashed, and the ham is sitting in the middle of the table waiting for a family to enjoy. But this is not Christmas dinner or Easter lunch; it is one of the less ceremonial days of the year. And it is a site that one Lubbock business hopes to see more of, it hopes to see hams for more than just Christmas dinner.

Glazed Honey Ham Company, a member of the GO TEXAN program, has provided honey-glazed hams to Lubbock and the surrounding area since 1989. For the past 13 years it has also served up its specialty meats to the public at its restaurant and store.

The GO TEXAN program is a part of the Texas Department of Agriculture and provides services, such as marketing and advertising assistance, to its members. GO TEXAN members sell or utilize products that are produced in Texas. Glazed Honey Ham Company uses and sells many products that are produced in Texas, and has been a member of the GO TEXAN program for the past five years.

Ginger Roquebert, manager of Glazed Honey Ham Company, said the message the GO TEXAN program encourages is important to the staff at Glazed Honey Ham Company.

"[GO TEXAN programs] encourage people to buy local, buy Texas, as well as allow us to promote some of the products in our store," Roquebert said. "Because people do want to buy GO TEXAN products."

With as many grocery stores as Lubbock has, it can be difficult for a specialty foods store and restaurant to distinguish itself from its shopping-cart friendly competition. Roquebert believes that Glazed Honey

Ham Company's commitment to providing a high quality product and its inclusion of GO TEXAN products sets it apart from the many supermarkets.

"It is maybe a little bit more expensive than something that you can buy in the grocery store," Roquebert said. "We can have higher standards because we're willing to pay a higher price for it."



Matt Williams, coordinator for regional marketing programs including GO TEXAN, for the Texas Department of Agriculture in Lubbock, has worked with Glazed Honey Ham Company and many other GO TEXAN members.

Williams said that Glazed Honey Ham Company has been a great company to work

with because of its support of the GO TEXAN Program.

"They believe in local agriculture," Williams said. "They want to support the local economy, and they want to support the local growers and products."

Through its involvement in the GO TEXAN program, Glazed Honey Ham Company has fostered relationships with both producers and the Texas Department of Agriculture.

"That's kind of what this whole program's about," Williams said. "Making the connections between GO TEXAN members and bringing in other products." 

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