

Sweet **TX 1015** *Onions*

Social Media Toolkit



Follow TX1015 Sweet Onions



Let's Get Social

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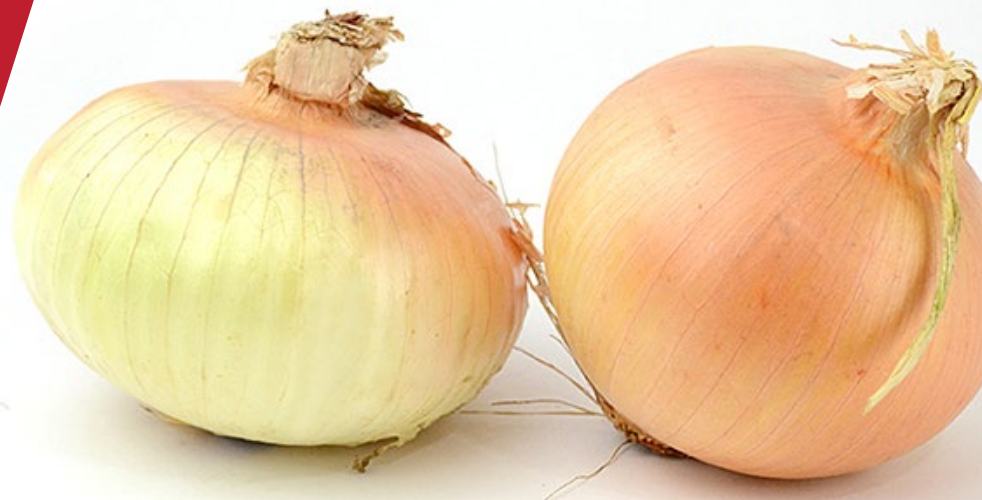
 https://www.youtube.com/channel/UC1gYj3CGP_zVoeJy02wLZLQ

The Texas Sweet Onion season is **short but sweet**. Starting in early March and ending at the end of June, there are 18 weeks of harvest, and since the TX1015 Sweet Onion is **never stored and always fresh**, we don't have much time to tell the amazing story of these wonderful onions.

To assist you with your marketing efforts and help spread the word about TX1015 Sweet Onions we have provided sample posts, as well as images for use on social media. We encourage you to use the provided content to help drive Texas Sweet Onion purchases in store and raise awareness for fresh, U.S. grown sweet onions.

The TX1015 social media pages will also feature sharable content during this time and we'll be sure to watch your pages as well so be sure to tag us!

For more information, questions or resources about TX1015 Sweet Onions please contact Chandell Lattin at chandell@fulltiltmarketing.net | 720-595-1700



Facebook or Instagram Posts



Can You Dig It?



POST COPY:

Texas 1015 Sweet Onions grow in the Rio Grande Valley and the Winter Garden region of South Texas. These regions are a prime growing area because it's hot and windy — perfect weather for growing Texas Sweet Onions.



POST COPY:

Farmed by Texans. Famous by Families. Texas Proud.



POST COPY:

That's right! Most of the fields start as tiny plants called onion starts.



POST COPY:

In 1933, the Texas onion breeding program began, which was to produce the Mother "Grano 502" which was in the parentage of the Texas 1015Y.



POST COPY:

In 1899 the first harvest of sweet onions made their way to Milwaukee, WI where they were so enthusiastically received, a larger acreage was planted. FYI - Bratwurst, extremely popular in Wisconsin, goes great with chopped sweet onions.



POST COPY:

That's right, no GMO's here. When the onion blooms, scientists go to work cross pollinating different kinds of onions to see what happens. They won't find out what they created until the next planting season! It's a labor of love for sure.

Facebook or Instagram Posts

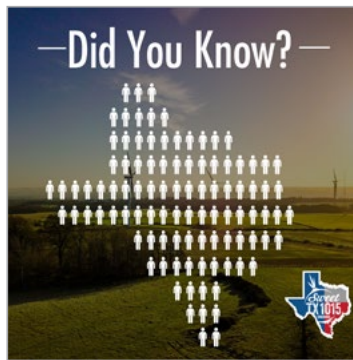


Can You Dig It?



POST COPY:

Sweet onions are high in water content and sugar and low in sulfur compounds. Sulphur is what makes onions hot and your eyes tear.



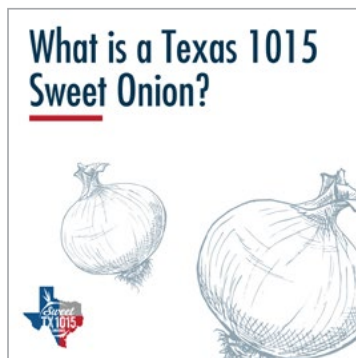
POST COPY:

DID YOU KNOW: Approximately 100 farm families across South Texas grow Texas 1015 Sweet Onions. That's a lot of sweet families.



POST COPY:

It's the end of the TX1015 Sweet Onion season, but don't cry. Our onion starts will be in the ground on October 15th (that's where we get the "1015" from) and will be back by March next year!



POST COPY:

The Texas 1015 Sweet Onion is a softball-sized yellow onion with thick skin and a crispy white flesh.

DOWNLOAD THESE GRAPHICS USING THE URL BELOW:

<https://www.dropbox.com/scl/fo/gua788wjvskwftalfo1pv/h?rlkey=83s4wfpbnaowzozxhjwa0hgv&dl=0>

Social Media Hashtags



Homegrown Authenticity

- #onionfacts
- #texas1015onions
- #sweetonions
- #texasfarming
- #naturallygrown
- #farmlife
- #growsomethinggreen
- #foodspiration
- #knowyourfarmer
- #aintlifesweet
- #texas1015onions
- #seasonalfood
- #txgrown
- #sweetonions
- #knowyourfood
- #seasonalfood
- #growingfood
- #texasfarming
- #naturallygrown
- #farm



Infographics



Knowledge Is Power

Please use the simplified social media graphics as the post image with a short link to the full PDF (below) in the post itself.



HOW TO *caramelize* SWEET ONIONS LIKE A PRO



Step 1:
Heat butter and olive oil in a large pan over medium/high heat. Add the onions to the pan, but don't stir them just yet. After the onions start sweating, turn the heat down to low and cover the pan.



Step 2:
Cook the onions until they are a deep golden brown, stirring every 10 minutes. The whole process should take about 40 minutes.




Optional Step:
During the last 10 minutes, stir in the Worcestershire or balsamic vinegar to add a savory taste!




For more tips and recipes visit our website <https://tx1015.com/recipes/>

Short Link: <https://bit.ly/3t2hRll>


HOW TO *dice* AN ONION LIKE A PRO




Step 1:
Cut off the tip of the onion to make a nice flat surface.




Step 2:
Cut down the middle and peel the outer layer of the onion.



Step 3:
Make your cuts horizontal and then vertical



Step 4:
Cut through the horizontal cuts to create diced onions.



Watch tutorial at https://www.youtube.com/watch?v=0LJb6aYtG8&feature=emb_title

Short Link: <https://bit.ly/3aFwmeF>

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Photo Gallery



Say Cheese!



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