



TX1015 SWEET ONION

Talking Points

OCTOBER 15

**OPTIMAL PLANTING DATE AND
INSPIRATION FOR NAME**

**AVAILABLE MARCH
THROUGH MID-JULY**

**CURED, SOLD FRESH
LIMITED STORAGE TIME**

**IDEAL FOR
RAW CONSUMPTION
IN SALADS, SANDWICHES,
OR SALSAS**

**CONSISTENT QUALITY,
FLAVOR, AND SIZE**

1. BORN IN TEXAS – A HOMEGROWN LEGACY

The TX1015 sweet onion was developed by Dr. Leonard Pike at Texas A&M University and named after its optimal planting date—October 15. It was designed specifically to thrive in Texas soil and climate, and its development laid the foundation for a new category of sweet onions in the U.S. It remains a symbol of Texas agricultural innovation and pride.

2. PEAK SEASON = PEAK FRESHNESS

TX1015 onions are available from March through mid-July. This seasonal window allows retailers and marketers to highlight its fresh-from-the-field appeal, while foodservice can capitalize on its peak flavor and availability for spring and early summer dishes.

3. SWEET AND MILD FLAVOR

TX1015 onions are renowned for their low sulfur content, which dramatically reduces pungency and enhances their natural sweetness. This makes them one of the mildest onions available, ideal for raw consumption in salads, sandwiches, or salsas—without overpowering other ingredients. They're also deliciously caramelized in cooked dishes.

4. GROWN IN THE FERTILE SOUTH TEXAS

The onions are cultivated in South Texas, particularly the Rio Grande Valley & the Uvalde/Wintergarden region, where unique soil conditions and the warm climate allow for a longer growing season. The result is consistent quality, flavor, and size. The TX1015 is a product of its place—you can literally taste Texas in every bite.

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Talking Points *(continued)*

SUPPORTS LOCAL TEXAS GROWERS

MANY OF WHOM ARE MULTI-GENERATIONAL FAMILY FARMS

TX1015 ONIONS MEET RIGOROUS QUALITY STANDARDS

5. A TEAR-FREE ONION EXPERIENCE

Because of its reduced sulfur and high water content, the TX1015 causes minimal eye irritation when sliced. It's perfect for home cooks, chefs, and anyone looking for a gentler, more pleasant onion prep experience. No tears, just flavor.

6. VERSATILE IN THE KITCHEN

The TX1015 shines in a wide variety of recipes. Its mildness makes it a natural fit for raw preparations like pico de gallo, slaws, and dressings. When grilled or roasted, it becomes sweet and buttery—ideal for BBQ dishes, tacos, burgers, and even tarts. It's an all-purpose kitchen staple.

7. A BOOST FOR TEXAS FARMERS AND ECONOMY

Each TX1015 onion supports local Texas growers, many of whom are multi-generational family farms. The crop plays a crucial role in sustaining the state's agricultural economy, offering jobs and generating local revenue. Consumers buying TX1015 support more than just a product—they support a community.

8. CERTIFIED FRESH AND PROUDLY TEXAN

TX1015 onions meet rigorous quality standards, ensuring that only the best reach the market. These standards help maintain their reputation as a premium sweet onion, both regionally and nationally. The TX1015 offers authenticity and appeal at every stage of the supply chain.

