## **Productivity Appraisal**

Public Service Announcement: 30 seconds

Airdate: Feb 1 – May 1

## **Suggested copy:**

Farmers, ranchers and timber growers listen up. Have you filed a productivity appraisal application with the (NAME) Appraisal District office? Under Texas law, agricultural producers are allowed to pay property taxes based on their land's productivity value rather than on its market value. This means the land is taxed based on its ability to produce crops, livestock or timber – not on its value in the real estate market. This could mean substantial property tax savings. For more details, call the (NAME) Appraisal District office today.

## **Generic version:**

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