

## **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 with the (Name) County Appraisal District office? Under Texas law, agricultural producers are allowed to pay property taxes based on the productivity value of their land rather than on 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) County District Appraisal office today.

### **Generic version:**

Farmers, ranchers and timber growers, have you filed a productivity appraisal application with your local county appraisal district office? Under Texas law, agricultural producers are allowed to pay property taxes based on the productivity value of their land rather than on 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 your county appraisal district office today.