FOR IMMEDIATE RELEASE

Oct. 27, 2026

Media contact: Lydia Saldaña
817.851.5729
lsaldana@tpwf.org

H-E-B Product Line Tops $1 Million Raised for Texas Conservation

H-E-B customers have helped raise more than $1 million for Texas conservation through everyday essentials on their shopping lists. Since 2022, the retailer's Field & Future by H-E-B™ product line has supported Texas Parks and Wildlife Foundation's (TPWF) efforts to conserve the wild things and wild places of Texas through a giveback on every purchase.

"This partnership gives Texans an easy way to be part of conservation," said Anne Brown, TPWF Executive Director. "By choosing Field & Future products, H-E-B customers are helping conserve Texas lands, waters and wildlife. Reaching $1 million shows what we can accomplish together. We're grateful to H-E-B for making conservation part of its commitment to Texas and giving its customers a way to join in."

The partnership has supported oyster reef restoration along the Texas coast, research on the return of black bears to West Texas, efforts to protect coastal birds, and increased opportunities for Texans to enjoy our native creatures and landscapes. In North Texas, Palo Pinto Mountains State Park opened in March of this year and has already welcomed over 50,000 Texans for hiking, camping, fishing, and more. In West Texas, researchers have fitted 46 black bears with tracking collars to better understand their movements, habitat needs and population dynamics. Along the coast, conservation partners are restoring dozens of acres of damaged oyster reefs that provide habitat for marine life and help improve water quality.

Field & Future by H-E-B™ offers household, personal care and baby products designed to be clean and green for Texans and Texas. The products are made without hundreds of harsh

chemicals and are designed with features including post-consumer recycled packaging, biodegradable formulas or plant-based ingredients to help reduce their impact on natural resources.

“H-E-B is proud to offer products that meet our customers’ expectations for performance and quality and also designed with the environment in mind,” said Leslie Sweet, Managing Director of Sustainability & Environmental Affairs at H-E-B. “We’re grateful to Texas Parks and Wildlife Foundation for partnering with us on our shared commitment to protecting and preserving Texas, and look forward to building on this work together, with a growing focus on water stewardship in our state.”

In addition to these customer contributions, H-E-B is proud to have directly invested more than $1.4 million since 2022 in support of the Texas State Parks Centennial Campaign and the Pollinators & Prairies Program, furthering their shared commitment to conserving Texas' natural resources for future generations.

As H-E-B and TPWF celebrate the $1 million milestone, the partnership is looking ahead to conservation efforts focused on Texas rivers, watersheds and coastal ecosystems. Texas waterways are important not only for wildlife and the people who fish, paddle and spend time along them, but also the countless residents and businesses who rely on a healthy watershed every day. This next chapter of the partnership will help care for these places for generations to come. Learn more at tpwf.org/heb/

Since 1991, Texas Parks and Wildlife Foundation has worked to advance Texas' proud outdoor traditions and conserve and enhance our state's lands, waters and wildlife. Our vision is for all Texans to have access to the wild things and wild places of our state, both now and for generations to come. For more information, please visit www.tpwf.org.

###

Photo credit: Courtesy TPWF