NEW MEXICO DEPARTMENT OF AGRICULTURE

New Mexico Chile Advertising Act/New Mexico Chile Labeling

Quick Reference

- Forms are available on our website or by contacting our office.
- Forms can be mailed, faxed, or e-mailed.
- Link for fresh chile verification form http://www.nmda.nmsu.edu/FreshChileVerificationFORM%20%282%29.pdf
- Link for processed chile verification form http://www.nmda.nmsu.edu/ProcessedChileVerificationFORM%20%282%29.pdf
- Link to act and rule http://www.nmda.nmsu.edu
- If you have any questions regarding the New Mexico Chile Advertising Act, contact Raymond Johnson at 575-646-1616 or rjohnson@nmda.nmsu.edu

NEW MEXICO CENTENNIAL 1912-2012

Attention all vendors of New Mexico chile products!

On June 17, 2011, the New Mexico Chile Advertising Act went into effect. Section 25-11-3 of this act states that it is unlawful for a person to knowingly advertise, describe, label, or offer for sale a product as containing New Mexico chile, unless the chile peppers or chile peppers in the product were grown in New Mexico.

On January 17, 2012, rule 21.16.7 NMAC New Mexico Chile Labeling went into effect. This establishes the New Mexico chile advertising requirements for New Mexico chile and products offered for sale containing New Mexico chile. It also establishes a method of sale requirements and record requirements.

The link to this act and the rule is available via the NMDA website: http://www.nmda.nmsu.edu/

Fresh Chile

If you are growing or selling fresh chile and advertising it as New Mexico chile, you must fill out a verification form. This form must accompany each load of chile and be followed through to the point of sale. http://www.nmda.nmsu.edu/FreshChileVerificationFORM%20%282%29.pdf

Processed Chile

If you are producing or selling processed chile products and advertising it as New Mexico chile, you must fill out a verification form and submit it to NMDA. This form only needs to be filled out once for each product, and NMDA will keep an updated list of all companies and products registered available on our website. http://www.nmda.nmsu.edu/ProcessedChileVerificationFORM%20%282%29.pdf

The regulation of these laws will begin July 1, 2012

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