

what is the . . .

New Mexico–Taste the Tradition and –Grown with Tradition Logo Program?

The program was created by the New Mexico Department of Agriculture (NMDA) to promote New Mexico products and identify them as either grown or made in the state. The NMDA Marketing and Development Division oversees the program.

New Mexico Chile Advertising Act?

The Act is a state statute that makes it unlawful to advertise, label or sell chile peppers or products as New Mexico (or city, town, county, village, pueblo, mountain, river or other geographic feature located in New Mexico) chile unless the chile peppers or products were grown in New Mexico. The NMDA Standards and Consumer Services (SCS) Division administers the Act.

“Chile pepper” is defined in the Act as “the fruit from *Capsicum annuum*.”
The most common types are red and green chile, Chimayo, Sandia, jalapeño, Anaheim pepper, bell pepper, cayenne, paprika, serrano, banana, de Arbol, pepperoncini, poblano and sweet pepper.

Was your business and New Mexico-labeled chile pepper product(s) established prior to July 1, 2013?

yes

Your product is eligible for a “Not Grown in New Mexico” disclaimer statement. Contact the NMDA SCS Division at 575-646-1616 or nmchile@nmda.nmsu.edu.

1

Contact the NMDA SCS Division at 575-646-1616 or nmchile@nmda.nmsu.edu. If your product is subject to the Act, you must submit verification form(s) – at no cost – to the NMDA SCS Division.

no

Your product may be subject to the Act.

2

After NMDA receives your verification form(s), your product will be listed on the NMDA website as a verified New Mexico chile product.

FOLLOW THESE steps



Once verified by the NMDA SCS Division as part of the New Mexico Chile Advertising Act, your product is eligible for the logo program.

Contact the NMDA Marketing and Development Division for more information or to become a logo program member at no cost.

575-646-4929
tastethetradition@nmda.nmsu.edu
www.elevatenmag.com/logo-program/



PLEASE NOTE

Your chile peppers or chile pepper product(s) may not solely be part of the New Mexico–Taste the Tradition/Grown with Tradition Logo Program, because once the label includes “New Mexico,” that product becomes subject to the New Mexico Chile Advertising Act.

Initial contact should be with the NMDA SCS team: 575-646-1616, nmchile@nmda.nmsu.edu, <https://nmdeptag.nmsu.edu/licensing-and-registrations/nm-chile-labeling.html>

