

New Mexico Chile Advertising Act New Mexico Chile Labeling



Attention all companies/persons who sell fresh chile or processed products containing New Mexico chile:

If you grow or sell fresh chile and/or processed chile products and advertise it as New Mexico chile, you must register with the New Mexico Department of Agriculture Standards and Consumer Services Division by completing the new online chile verification form. The form can be found at:

<https://nmdeptag.nmsu.edu/all-about-chile/all-things-new-mexico-chile.html>

What is the 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. “Chile pepper” is defined in the Act as “ the fruit from Capsicum annum.” 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.

All chile vendors must complete a verification form annually and prior to June 30.

Before beginning the verification process, please have the following available:

- Name and mailing address of supplier/producer
- Clear and concise labels for each chile product (including UPCs)
- Any traceability documents for each chile product (invoices, bills of lading, etc.)
- Location(s) of production/crop (for fresh chile growers)
- Type of chile grown
- All retail outlets supplied

To read the requirements in their entirety, visit the [New Mexico Chile Verification and Record Requirements page](#).

You can complete the online [Chile Vendor Verification Form](#) here.

For a list of frequently asked questions, please visit the [New Mexico Advertising Act FAQ](#).

You can also view current vendors on [NMDA's Chile Vendor public records page](#).

Visit [Elevate NM Ag](#) to become a member of NMDA's New Mexico—Taste the Tradition/Grown with Tradition Logo Program.

If you have any questions regarding the New Mexico Chile Advertising Act,
contact Roxanne M. Chepsongol at 575-646-1616 or nmchile@nmda.nmsu.edu.



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