

New Mexico Chile Advertising Act New Mexico Chile Labeling

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

The New Mexico Chile Advertising Act inspection program has been updated effective May 1, 2018. As part of this process, the verification forms for fresh and processed chile have been updated along with the process of how fresh chile vendors are registered. You can find the new forms on our website at www.nmda.nmsu.edu.

If you currently have registered processed product on file with the NMDA Standards and Consumer services division, there is no need to re-register. New product(s) or updated labels must be registered using the new verification/registration form.

Fresh Chile

If you are growing/selling fresh chile and advertising it as New Mexico chile, you must register with the NMDA Standards and Consumer services division by completing a verification/registration form. The verification form for New Mexico fresh chile must accompany each load of chile and be followed through with the chile to the point of sale.

Processed Chile

If you are producing/selling processed chile products and advertising it as New Mexico chile, you must register with the NMDA Standards and Consumer services division by completing a verification/registration form. You are only required to complete the form once for each product. A list of registered vendors and products can be found on our website.

If you have any questions regarding the New Mexico Chile Advertising Act, contact Raymond Johnson at 575-646-1616 or rjohnson@nmda.nmsu.edu. Visit NMDA's website and www.nmda.nmsu.edu.



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