

# 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 April 1, 2019. As part of this process, the registration 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](http://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 added product 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 registration form and verification 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 product(s) and are subject to the New Mexico Chile Advertising Act, you must register with the NMDA Standards and Consumer services division by completing a processed registration form. Registration forms must include an invoice or bill of lading from your chile supplier and product labels. Incomplete registration forms will not be processed until all supporting documents are received.

A verified chile company list 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](mailto:rjohnson@nmda.nmsu.edu). Visit NMDA's website and [www.nmda.nmsu.edu](http://www.nmda.nmsu.edu).



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