New Mexico Certified Chilem

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NMCC Program Coordínator



New Mexico Chile

Chile grown in our dry weather and warm soil in NM cannot be matched anywhere in the world.

The chile industry in New Mexico significantly contributes not only to the economy of NM, but also to our culture and tradition.

The unique flavor and high quality creates a reputation. We are seeking to preserve THAT reputation and the chile industry in New Mexico!



NEW MEXICO CHILE ASSOCIATION

It began with a grant & the NMCA

Initial Funding for the Program was awarded through the New Mexico Department of Agriculture and the USDA Specialty Crops Block Grant Program





Chile is often incorrectly described as New Mexican

Reality... Chile is often grown outside New Mexico or even outside the country...

82% of chile consumed in the US is imported!

Harvested acreage of NM chile has declined from 35,000 acres in 1992 to 9,000 acres in 2013 To preserve the integrity of chile grown in New Mexico we have created a Certification Mark that guarantees this chile IS New Mexico Certified Chile™.

The NMCA has trademarked the words and logo

New Mexico Certified Chile™ will join

Vídalía Oníons™

Florida OrangesTM

California AlmondsTM

Idaho Potatom

Certification Programs that support signature crops of a state or region



Members of the NMCA can become Licensees to use the Trademark in advertising, packaging & publicity

Complete an Application Sign the License Agreement Pay your Participation Fee of \$500 and Fee of \$0.002 per pound of NMCC™

Benefits Standard Licensee:

- Allows use of the NM Certified Chile logo in sales and promotional materials as a Licensee
- It allows use of the NM Certified Chile logo in promotional materials
- It gives your customers confidence chile is real New Mexico grown
- You receive a complimentary promotional kit
 You will be listed on the getnmchile.com website and map
- Listing on the NMCA website as New Mexico Certified Chile™ suppliers
- NM Certified Chile promotional activities will bring customers to
- your products and business
 You can purchase NM Certified Chile merchandise at a substantial discount for use of resale
- Authorizes you to make your qualified industry customers Permitted Users with many benefits

Each Licensee's Distributor, Retailer & Restaurant customers (Permitted Users) can use the Mark for no fee

Fill out a one-time application

This gives your business a competitive marketing advantage

<u>Benefits For Participating Restaurants,</u> <u>Grocers, and Distributors (Permitted Users):</u>

- Its free for restaurants, grocers and distributors to sign up
 It allows use of the NM Certified Chile logo in promotional
- materials
- It gives your customers confidence chile is real New Mexico grown

- You receive a complimentary promotional kit
 You will be listed on the getnmchile.com website and map
 NM Certified Chile promotional activities will bring customers to your business
- You can purchase NM Certified Chile merchandise at a substantial discount for use of resale

The categories of operations that may utilize the Mark are defined as follows:

Farmer: grows a chile crop and sells the crop without further processing. Licensee.

Small Local Farmer: grows a chile crop on a small scale and sells the crop without further processing. They must grow the crop themselves and must not earn over \$10,000 gross sales from all sales of all chile products annually. Licensee.

Growers Market: a multi-stall market where farmers and vendors sell produce and other products to the general public. Licensee.

Produce Vendor: wholesales a fresh, unprocessed chile crop to retailers, commercial, institutional, or other professional business users. Produce vendors may sort, wash, and package for sale. Licensee. **Processor:** processes a fresh chile crop into another product that can be stored. Processes include: dehydrating, roasting, steaming, canning, jarring, freezing, fermenting, preserving. Processed product is solely composed of chile peppers along with other process aids such as acidification. Licensee.

Manufacturer: manufactures a fresh or processed chile product into another product by incorporating other non-pepper ingredients or repackaging processed peppers. Manufactured items may include salsa, frozen prepared foods, sauces, frozen red chile puree, spice blends, repackaging processed chile. Licensee.

Marketer: does not manufactur but sells processed or manufactured chile made by another company, under its own label. Licensee. Distributor: does not manufacture but sells and delivers chile peppers of any type to another business. May sell to retail stores, restaurants, or other business users. Permitted User.

Retailer: sells chile peppers of any type to individual customers, i.e., grocery stores. Permitted User.

Restaurant: prepares fresh and processed chile peppers into prepared dishes served directly to consumers. Permitted User.

The New Mexico Certified Chile™ Program currently has

<u>7 Lícensees</u> 5 Farmers 2 Processors

Over 240 Permitted Users with over 400 Locations In NM, AZ, CO, KS, TX, etc...

In process: 1 processor & 4 growers

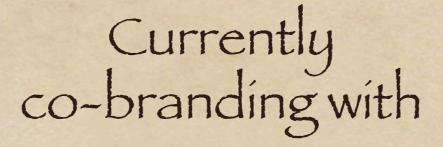
The NMCA believes New Mexico Certified Chile™ Program will substantially INCREASE the

4000 Industry jobs

and

over \$400 million it contributes annually to the New Mexico economy Since the Launch of the Program on August 14, 2014 intensive marketing efforts have continued

We are confident that we can continue to expand markets for the New Mexico Chile Industry





New Mexico Department of Tourism

New Mexico Certified Chile™ Designated <u>Restaurants</u>

New Mexico Green Chile Cheeseburger Trail

5 Star Burgers Buckhorn Tavern Díck's Café El Camíno Jerry's Café Monte Carlo Steak House Peppers Víola's Restaurant

New Mexico Burrito Trail

Burger Time Burritos Alinstante Casa de Benavídez El Cafecito Flying Star Hurrícane's Restaurant Katrinah's East Mountain Grill Mesílla Valley Kítchen Range Čafé San Antonio Crane Café Tim's Place

So, whether it is...

Chimayo Chile OR Corrales Chile Lemitar Chile OR Portales Chile Roswell Chile

Hatch Chile

Las Cruces Chile

We need to preserve our chile



Parting Thoughts

- Listen for NMCC on PEAK radio
- · Watch for NMCC in your paper
- · Go to our website now & when traveling
- Ask for New Mexico Certified Chile™
- · Like us on Facebook

Go to:

getnmchile.com

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Questions? Contact me.



And we wish you a CHILE Holiday Thank You.



