

New Mexico Certified Chile™

Jeanine Chavez Eden

NMCC
Program Coordinator



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

Vidalia Onions™

Florida Oranges™

California Almonds™

Idaho Potato™

Certification Programs that support signature
crops of a state or region



Certified Trademark

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

Benefits For Participating Restaurants, Grocers, and Distributors (Permitted Users):

- 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 manufacture 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

7 Licensees

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

Currently
co-branding with



New Mexico Department of Tourism

New Mexico Certified Chile™ Designated
Restaurants

New Mexico Green Chile Cheeseburger Trail

5 Star Burgers
Buckhorn Tavern
Dick's Café
El Camino
Jerry's Café
Monte Carlo Steak House
Peppers
Viola's Restaurant

New Mexico Burrito Trail

Burger Time

Burritos Alinstante

Casa de Benavidez

El Cafecito

Flying Star

Hurricane's Restaurant

Katrinah's East Mountain Grill

Mesilla Valley Kitchen

Range Café

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

WHEN YOU THINK CHILE



THINK NEW MEXICO

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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New Mexico Certified Chile™

www.getnmchile.com

575-202-8728

nmchilecertification@gmail.com



Questions? Contact me.



And we wish you a CHILE Holiday
Thank You.

I don't want much for Christmas.
I just want the person reading this
to be healthy, happy and loved!

Wishing You

* Snowflakes,



* Friendship

and

* Winter Cheer!



* *Merry Christmas*

* *Merry Christmas*

getnmchile.com

