



FOR IMMEDIATE RELEASE:

Contact: Kristie Garcia
Director of Public Affairs, New Mexico Department of Agriculture
kgarcia@nmda.nmsu.edu
Office: 575-646-2804
Cell: 575-339-5011

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New Mexico chile industry meeting set for May 10
NMDA seeks input regarding New Mexico Chile Advertising Act

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LAS CRUCES – The New Mexico Department of Agriculture (NMDA) will hold an informational meeting for chile industry members Tuesday, May 10 at 1:30 p.m. to obtain input regarding the New Mexico Chile Advertising Act. The meeting will be held at the NMDA main office, located at 3190 S. Espina St. in Las Cruces. A virtual option is also available.

The purpose of the meeting is to aid chile industry members with regulatory compliance related to advertising, labeling or selling New Mexico chile peppers and chile pepper products, as part of the [New Mexico Chile Advertising Act, Chapter 5, Article 11 and New Mexico Chile Verification and Record Requirements 21 NMAC 16.7.](#)

Procedural changes to NMDA’s chile verification process and updates to NMDA’s chile verification website will be also discussed.

“Our goal is to facilitate meaningful discussions with the chile industry,” said Roxanne Chepsongol, NMDA Standards and Consumer Services Division Director. “We encourage those who wish to market their chile peppers and chile pepper products specifically as New Mexico products to attend this open forum.”

NMDA will use the video conferencing and teleconferencing application, Zoom, for those who are unable to attend in person:

Join by video: <https://nmsu.zoom.us/j/92769721388>
Meeting ID: 927 6972 1388
Passcode: 538839
Join by telephone: 1-346-248-7799

Chile industry representatives, the general public and interested parties are invited to attend and provide input. Public comments may also be emailed to nmchile@nmda.nmsu.edu or by calling 575-646-1616 by 5 p.m. Friday, May 6.

If you are an individual with a disability who needs a reader, amplifier, qualified sign language interpreter or any other form of auxiliary aid or service to attend or participate in the meeting, please contact the NMDA Standards and Consumer Services Division at 575-646-1616 at least one week prior to the meeting. Public documents, including the agenda and minutes, can be provided in various accessible formats.

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as part of the New Mexico Chile Advertising Act and New Mexico Chile Verification and Record Requirements. (Photo courtesy New Mexico Department of Agriculture)



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