

New Mexico Chile Association

BENJAMIN ETCHEVERRY, NMCA PRESIDENT/AG OPERATIONS
MANAGER, OLAM FOOD INGREDIENTS



Association Mission

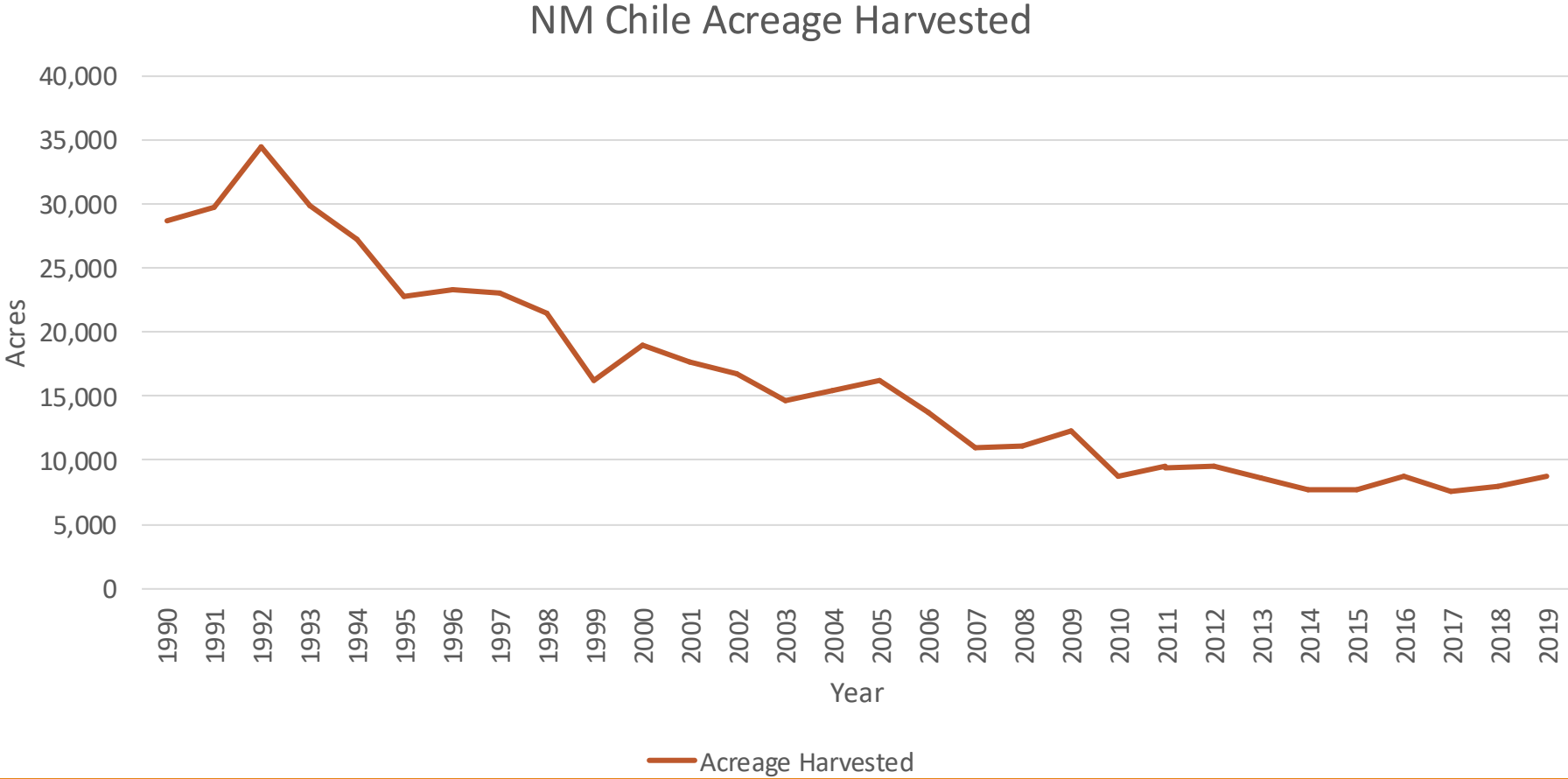
The New Mexico Chile Association has been representing the signature crop and industry of New Mexico CHILE for over a decade. We are a non-profit organization dedicated to ensuring that the chile industry remains and prospers in New Mexico. Composed of growers, processors, manufacturers, distributors, others involved in the chile industry.

Goal is for our member's operations to grow!

We accomplish this through finding solutions to industry issues through legislative involvement, relationship building, marketing and



Historic Chile Numbers



Chile Numbers 2023

46,750 Tons equating to a 15% increase from 2022

Green: 41,120 ton, Red: 5,630 ton

Green: 9 ton per acre, Red: 1.2 ton per acre

8,500 acres: up 100 acres from 2022

Total Crop value: \$47.9 Million

- Processing: \$34.2 million (\$41.8 million in 2022)
- Fresh: \$ 7.3 million (\$ 4.4 million in 2022)



Industry Issues/Concerns

Labor

- Decrease in labor during COVID
- Chile Labor Incentive Program (short term)
- H2A Program (Expensive for smaller producers)

Water Shortage

Increased cost of business

- Crop inputs

Misbranding



Addressing Issues/Concerns

Labor

- NMCA-NMSU Partnership for research
 - Legislative appropriation of ~\$400K/year

- Development of NuMex Odyssey
 - Mechanized Harvest

Water Shortages

- Irrigation infrastructure installment

Increased Cost of Business

- Regenerative Agriculture

Misbranding

- New Mexico Certified Chile Program
- NMDA field verification partnership



New Mexico Certified Program

False Marketing of “New Mexico Chile” or “Hatch Chile”

Chile Specific Labeling Program

Aligns with the New Mexico Chile Advertising Act

Source Verification Audits

Marketing assistance through NMCA

Growers, Processors, Manufacturers, and Restaurants



Thank you!

BENJAMIN ETCHEVERRY

EDNMCA@GMAIL.COM

