

1 SENATE JOINT MEMORIAL 13

2 **51ST LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 2013**

3 INTRODUCED BY

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10 A JOINT MEMORIAL

11 REQUESTING THE ECONOMIC DEVELOPMENT DEPARTMENT, THE TOURISM
12 DEPARTMENT, THE NEW MEXICO DEPARTMENT OF AGRICULTURE AND NEW
13 MEXICO STATE UNIVERSITY TO PROVIDE CRITICAL ASSISTANCE TO
14 ENCOURAGE THE DEVELOPMENT OF FARMS AND COMPANIES THAT GROW,
15 PROCESS, SELL AND SERVE NEW MEXICO CHILE PEPPERS AND NEW MEXICO
16 CHILE PEPPER PRODUCTS.

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18 WHEREAS, New Mexico is recognized for having the best-
19 tasting chile in the United States; and

20 WHEREAS, New Mexicans take great pride in New Mexico chile
21 as a culinary treasure; and

22 WHEREAS, chile is recognized as the state vegetable, and
23 "red or green?" is the state question; and

24 WHEREAS, chile is to New Mexico what the potato is to
25 Idaho and the orange is to Florida; and

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1 WHEREAS, according to the New Mexico chile association,
2 chile pepper production provides approximately four thousand
3 full- and part-time jobs and contributes about three hundred
4 million dollars (\$300,000,000) annually to the New Mexico
5 economy; and

6 WHEREAS, the chile industry is a home-grown, largely rural
7 industry that has existed in New Mexico's Rio Grande valley for
8 over four centuries; and

9 WHEREAS, New Mexico's chile acreage has declined
10 significantly to approximately one-third of what it was at its
11 peak in 1992, according to the national agricultural statistics
12 service; and

13 WHEREAS, according to a 2009 survey conducted by research
14 and polling, incorporated, ninety-two percent of New Mexico
15 chile consumers are concerned about the decline in chile
16 acreage throughout the state; and

17 WHEREAS, about eighty percent of the chile consumed in the
18 United States is foreign grown and imported, according to
19 *Western Farm Press*, with chile primarily coming from Mexico,
20 Peru, China and India; and

21 WHEREAS, the research and polling, incorporated, survey
22 reports that seventy-three percent of respondents say it is
23 very important to them that the chile they purchase be grown in
24 New Mexico; and

25 WHEREAS, the same survey indicates that ninety percent of

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1 New Mexico chile consumers agree that officials should do
2 everything in their power to ensure that chile continues to be
3 processed and grown in New Mexico; and

4 WHEREAS, foreign competitors have captured much of New
5 Mexico's market share of chile products because of their
6 advantageous regulatory environment and their plentiful,
7 low-cost labor; and

8 WHEREAS, according to the New Mexico chile association,
9 while consumption of chile is skyrocketing in the United
10 States, New Mexico's production of chile is in steep decline;
11 and

12 WHEREAS, the farmers and producers who comprise the New
13 Mexico chile industry must regain their competitiveness in
14 order to retake their share of the growing market for chile
15 peppers;

16 NOW, THEREFORE, BE IT RESOLVED BY THE LEGISLATURE OF THE
17 STATE OF NEW MEXICO that the economic development department,
18 the tourism department, the New Mexico department of
19 agriculture and New Mexico state university be requested to
20 provide critical assistance to encourage the development of
21 farms and companies that grow, process, sell and serve New
22 Mexico chile peppers and New Mexico chile pepper products; and

23 BE IT FURTHER RESOLVED that the parties provide an
24 assessment of the future viability of the New Mexico chile
25 industry and report and make recommendations to the appropriate

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1 interim legislative committees; and

2 BE IT FURTHER RESOLVED that copies of this memorial be
3 transmitted to the secretary of economic development, the
4 secretary of tourism, the director of the New Mexico department
5 of agriculture and the board of regents of New Mexico state
6 university.

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