



Application Evaluation Criteria

Requirements

1. Businesses eligible to participate in the New Mexico True Certified Program grow or manufacture artisan goods that directly benefit the traveling public. The intent of this program leads to positive repercussions for its three audiences: (1) Businesses receive support, promotion, and opportunities leading to increased revenue; (2) Traveling public obtains access to authentic New Mexico products of interest; (3) The New Mexico Tourism Department (NMTD) delivers on its mission to grow New Mexico's economy through tourism.
2. NMTD reserves the right to determine the relevance of such goods as it relates to the tourism industry.
3. Business sells packaged product(s) that are 100% Made or Grown in NM, suitable for consumption or use off-site/away from point-of-purchase at a later date.
4. Business has an Internet presence (e.g. website, Facebook) with content displayed in a positive, appealing manner, and access to at least one means of e-commerce (Etsy, Shopify, or similar).
5. Holds a current business license and can provide NM Tax ID number
6. Has been registered in its current iteration with its current name for at least one year prior to date of this application
7. Had a minimum of \$3,000 in gross sales in past 12 months
8. Uses components/ingredients sourced in New Mexico or provided explanation as to why, i.e. materials do not exist within the state either in the form, quality or quantity required for production (note that all products containing chile are subject to the requirements of the New Mexico Chile Advertising Act NMSA 1978, §§21-11-1 to -5, as amended)
9. If not all of product materials sourced in New Mexico, end product has been manufactured in-state and undergone significant transformation that adds to its value
10. Locates and maintains product manufacturing operation in New Mexico
11. Provided photo evidence of NM production-based facility
12. Provided an image representative of products to be certified

13. If food or agricultural product, can provide source-verified third party documentation upon request

Additional Considerations

1. Is a member of applicable association(s) &/or organization(s)
2. Company is willing to increase production based on demand
3. Product(s) has received recognition, awards, admission to juried art show or similar
4. Products have wide distribution
5. Products are available in multiple locations including retail, wholesale, online
6. Product promotion includes more than just a webpage (Facebook/Etsy page)
7. Applicant has given thought to how they will incorporate, use and distribute the logo