



## Application Evaluation Criteria

### Requirements

1. Businesses eligible to participate in the New Mexico True Certified Program grow or manufacture goods that directly support the mission of the New Mexico Tourism Department (NMTD), “To grow New Mexico’s economy through tourism,” and that benefit the traveling public. NMTD reserves the right to determine the relevance of products as it relates to the tourism industry.
2. Business holds a current business license and can provide its NM Tax ID number.
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 (service providers do not qualify) for the benefit of visitors traveling to and within the state of New Mexico.
4. Business has an Internet presence (e.g. website, Facebook) with quality content (images, verbiage) displayed in a positive, appealing, non-offensive manner.
5. Business has been registered in its current iteration with its current name for at least one year prior to date of this application.
6. Business had a minimum of \$3,000 in gross sales in past 12 months.
7. Business 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. (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; wine products are subject to NMSA 1978, §§60-6A-11 Winegrower’s License as amended, and cannabis products to NMSA 2021, HB-2.)
8. If not all of product materials sourced in New Mexico, business’s end-product has been manufactured in-state and undergone significant transformation that adds to its value.
9. Business locates and maintains product manufacturing operation in New Mexico.
10. Applicant provided photo evidence of NM production-based facility.
11. Applicant provided an image representative of products to be certified.
12. If food or agricultural product, applicant can provide source-verified third-party documentation upon request.

### Additional Considerations

1. Is business a member of applicable association(s) &/or organization(s)?
2. Is business 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, are available in multiple locations including retail, wholesale, and online.
5. Business sells its product(s) on at least one e-commerce platform (Etsy, Shopify, or similar). This is strongly recommended, and participating businesses may be eligible for special opportunities or promotions.
6. Product promotion includes more than just a singular web presence.
7. Applicant has planned how they will incorporate, affix, and distribute the Certified Logo.