



Application Evaluation Criteria *(listed in the order application questions appear)*

Requirements

1. Business has an Internet presence (e.g. website, Facebook) and access to at least one means of e-commerce (Etsy or similar)
2. Holds a current business license and can provide NM Tax ID number
3. Has been registered in its current iteration with its current name for at least two years prior to date of this application
4. Had a minimum of \$3,000 in gross sales in past 12 months
5. 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)
6. 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
7. Locates and maintains product manufacturing operation in New Mexico
8. Provided photo evidence of NM production-based facility
9. Provided an image representative of products to be certified
10. If food or agricultural product, provided source-verified third party documentation (from organization such as [Where Food Comes From](#))

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 mark