

## NMSU's Chile Pepper Institute set to bring the heat with 2014 New Mexico Chile Conference



The 2014 New Mexico Chile Conference will be held on Tuesday, Feb. 4, at the Hotel Encanto de Las Cruces. The annual conference is hosted by New Mexico State University's Chile Pepper Institute and features practical solutions for chile growers, processors and producers. (NMSU photo)

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"The New Mexico Chile Conference is a wonderful opportunity to learn about the new discoveries in chile pepper research," said Paul Bosland, Chile Pepper Institute director and chair of the conference. "The New Mexico Chile Conference is the world's largest conference dedicated to chile peppers, and we are pleased to showcase NMSU's research discoveries to the world."

The 2014 conference will feature presentations on technological advances as well as research on disease, pest management and drought solutions. The latest industry marketing research will also be addressed. Special guest speaker George Boyhan, an Extension vegetable specialist from the University of Georgia, will speak about the success of the Vidalia onion industry as a model for New Mexico chile pepper.

"New Mexico is recognized for excellent chile," said Stephanie Walker, an Extension vegetable specialist at NMSU. "And like growers in this state, producers in Georgia recognized that they had a unique product. Although Georgia's Vidalia onions are widely recognized, the concerted efforts that went into cultivating the Vidalia brand are not well known. We're pleased to welcome Dr. George Boyhan,

vegetable specialist from Georgia, who will share the history and efforts that resulted in their effective brand recognition, and provide considerations for chile in New Mexico as we seek to further spread the word about our signature crop.”

The annual welcome reception will be held from 4–6 p.m. Monday, Feb. 3, and the full–day conference starts at 8 a.m. Tuesday morning.

Registration for the conference is \$105 for individuals and \$425 for booth space that includes registration for two people. Registration costs are higher the day of the conference. Registration can be done by calling 575–646–3028 or registering online at <http://www.chilepepperinstitute.org/events.php>. Registration forms also can be printed online and then mailed.

Hotel accommodations must be made separately. Special room rates for participants are available at Hotel Encanto de Las Cruces.

For more information about the conference, call 575–646–3028 or email [hotchile@nmsu.edu](mailto:hotchile@nmsu.edu).