

PRESERVING PEPPERS

Mrs. Renfro's Ghost Pepper Salsa is teaming up with New Mexico State University's Chile Pepper Institute (CPI) in Las Cruces, N.M., and other chili pepper industry related businesses in support of creating a permanent research endowment for CPI. CPI officials say it is the only international nonprofit organization devoted to education, research and archiving information related to chili peppers.

A portion of the sales from Mrs. Renfro's Ghost Pepper Salsa, the fastest-growing product in the company's history, will be earmarked for CPI's endowed chair. CPI has a goal to raise \$1 million over a five-year period and is currently in

its second year. To commemorate its participation Mrs. Renfro's has created a new lid featuring ghost peppers emblazoned in fire and it is putting information about CPI on its label.

"We are grateful to CPI for furthering worldwide interest, knowledge and availability of chili peppers," says Doug Renfro, president of Fort Worth, Texas-based Renfro Foods. "We've seen a global trend towards hotter palettes and CPI has been a key part of this

movement. Dr. Paul Bosland, professor of horticulture and director of CPI, in particular, has been a huge champion of new and exciting varieties."

For more information, visit www.renfrofoods.com.

