

Governor's Green Chile Cheeseburger Challenge  
New Mexico State Fair  
September 22, 2009

In association with  
Governor Bill Richardson  
New Mexico Department of Agriculture  
New Mexico Restaurant Association  
Central New Mexico Community College Department of Culinary Arts/Hospitality & Tourism  
American Culinary Federation Rio Grande Valley Chapter

WHAT: Governor's Green Chile Cheeseburger Challenge  
WHEN: Entry Deadline – Friday September 4  
Event - Tuesday, September 22<sup>nd</sup> – in the afternoon  
WHERE: Avenue of the Governors – New Mexico State Fair – Albuquerque

GUIDELINES AND PROCEDURES

- Participation is limited to 20 established restaurants that do business and pay taxes in New Mexico. If more than 20 apply a drawing by lot will determine the contestants.
- Entrants must provide their own cooking equipment and materials including grill, ingredients and a 10 X 10 canopy to cover the food prep area.
- Each competitor will be allowed 2 persons within the confined area. They will be given free passes to the fair. One vehicle will also be allowed entry through a pre-determined gate for setup. The vehicle must be moved to a parking area before the competition. Additional entry passes can be purchased.
- Competitors are encouraged to decorate their canopies to gain promotional representation and so the general public will know who is cooking and prepping for the contest.
- Participants will be allowed access to the area at 10:00am on the day of the contest in order to be ready for inspections by appropriate health, life and safety agency representatives starting at 1pm.
- Once all contestants have passed inspection, an order to "fire up your grill" will be given at approximately 3:30pm. This will allow contestants to "test cook" and prepare for the contest.
- Each participant will be notified in advance of the time when the judges will be tasting their entry.
- Cooking will be done outdoors on a closed, self contained propane grill within the confines of the competition area on Avenue of the Governors (Main Street) north from Heritage Avenue.
- The Fair will provide necessary fire extinguishers and trash receptacles. Cold water is available in the area
- All patty cooking must be done on-site during the competition.

- All ingredients must promote New Mexico agribusiness and include a meat or vegetable patty, cheese and green chile. Optional ingredients and any condiments may be used. Ingredients can be “premixed” and do not have to be disclosed.
- Lineup/cooking position will be determined by lot which will be done after all entrants have been chosen and qualified.
- A \$25 fee payment must accompany all applications, and it will not be refunded.
- Registration must be received by Friday, September 4<sup>th</sup> at 5pm.
- The drawing for positions will be held on Tuesday, September 8<sup>th</sup> with the results posted on the website. Contestants will also be notified by phone.
- The competition area will be secured for the protection of the public.
- Judging will occur in the courtyard of the Agriculture Building in close proximity to the NMDA Country Store.
- Individual complete burgers must be delivered to three judges who will sample portions at staggered times so they are hot and juicy.
- The competition requires adherence to prevailing codes and rules of the New Mexico State Fair, the New Mexico State Fire Marshall, the State of New Mexico Construction Industries Commission and the New Mexico Environment Department. Any of the governing entities have the authority to disqualify entrants if appropriate safety and health concerns are not followed.
- Winner automatically included in the Green Chile Cheeseburger Trail. For information on the Trail see [www.newmexico.org/greenchilecheeseburger](http://www.newmexico.org/greenchilecheeseburger).

Fairgoers will be encouraged to watch the activities, but will be required to remain behind the border outlining the competition area. (In other words, the cooking and prep area will be inside a roped in area along the street.)

Announcement of the winner and presentation of a single plaque to the winner will be made at the judges’ podium in the Agriculture Building courtyard. It is expected the announcement will be at approximately 6PM.

Questions should be addressed to:  
 Craig Vencill – On Site Coordinator Theme Days  
 New Mexico State Fair  
 505-222-9753  
[Theme.Days@state.nm.us](mailto:Theme.Days@state.nm.us)

**CONTESTANTS PROVIDE:**

All cooking and presentation material and equipment including grill, ingredients, tools, table cover and skirting, and a 10x10 popup tent to cover the prep area. Any promotional material.

**STATE FAIR PROVIDE:**

Organization of event

Promotion of event

Safety and health inspections

Fire extinguishers

1 8' table for prep

Trash disposal

Security for the area

Judges

First place award plaque

Admission for contestants

Distribution of event procedures and information and regulatory material from health department, fire marshal, and LP gas bureau

Stage platform and tables and chairs for judges

**NMDA PROVIDE:**

Decorations for judging area

Judging assistance (water, plates, napkins, etc)

**NMRA WILL PROVIDE:**

Distribution of information

**CNM WILL PROVIDE:**

Small core of volunteers (maybe 6 students) to assist on day of event

**ACF RGV Chapter WILL PROVIDE:**

A Judge

**JUDGES:**

Cheryl Alters Jamison – Santa Fe – Four-time James Beard award-winning cookbook and travel author and culinary authority

Benji Segovia – Las Cruces – NM Dep't of Agriculture

Tyson Putman – Albuquerque – Chairman of Board – American Culinary Federation Rio Grande Valley Chapter

APPLICATION TO PARTICIPATE

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Applicant (name of restaurant) \_\_\_\_\_

Address (of restaurant) \_\_\_\_\_

\_\_\_\_\_

Phone # at restaurant \_\_\_\_\_

Name of applicant representative (who is in charge of the entry?)  
\_\_\_\_\_

Cell phone # of applicant representative \_\_\_\_\_

E-mail of application representative \_\_\_\_\_

Applicant agrees to abide by all applicable guidelines, rules and regulations established by the NM State Fair and any other life, health or safety agency.

\_\_\_\_\_  
Signature of applicant representative

A non-refundable application fee of \$25 must be included with application to be sent to and received at the NMSF office by close of business September 4, 2009

Erlinda Trujillo

GGCCC Entry

PO Box 8546

Albuquerque, NM 87198

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Championship Cookoff.doc