

Mesilla Mercado Frequently Asked Questions

General Information

What is the Mesilla Mercado?

The Mesilla Mercado is a produce and crafts market established for local residents to sell locally grown agricultural products and locally made crafts.

Who runs the Mercado?

The Mercado is administered by the Town of Mesilla

When is the Mercado open?

Winter hours of operation are:

Friday: 11:00 AM to 4:00 PM

Sunday: 11:00 AM to 4:00 PM

Summer Hours are:

Friday: 9:00 AM to 2:00 PM

Sunday: 9:00 AM to 2:00 PM

Can the market schedule or location change?

Yes. The Town of Mesilla may change the location, days, hours, and number of authorized spaces. The use of the Plaza may also change or be canceled during approved special events.

Vendor Eligibility All products must be locally grown or locally made

Who can apply to be a vendor?

Anyone wishing to participate must submit a Mercado Business Registration Form each year for review by the Town of Mesilla.

What does “locally grown” or “locally made” mean?

It means the agricultural products are grown, or the craft products are made, within Doña Ana County.

What kinds of products can farm vendors sell?

Agricultural products may include:

*Fresh or dried fruits, Vegetables, Nuts, Honey, Herbs and spices, Potpourri, Dried flowers
Plants, Earthworms and fishing worms raised by the vendor*

What kinds of products can craft vendors sell?

Craft products may include locally made arts and crafts such as:

*Leather goods, Paintings, Drawings, Photographs, Woodworks, Metal crafts, Ceramics and,
potter, Weavings and macramé, Needlework and beadwork, Sculpture, Jewelry
Clothing and accessories, Glasswork, Natural fiber crafts and basketry*

What qualifies as handmade or hand-assembled?

A handmade or hand-assembled item must have two or more distinctive parts that are intentionally and permanently combined through labor, creativity, and skill. Imported items and manufactured kits do not qualify.

Can I sell prepared food?

Yes, but only certain prepared foods are allowed. These may include:

Breads, Cookies, Pastries, Jams, Jellies, Prepared foods must:

Be locally prepared Be sealed Not require heat or refrigeration

Be approved by the New Mexico Environment Department or follow all New Mexico Cottage food laws.

Can I add new products after I am approved?

Only with prior approval. Any vendor wishing to sell products not listed on their business registration must apply to amend their registration before selling those items.

Applications, Orientation, and Licensing

How to Apply to the Mesilla Mercado:

1. Submit the Mercado Business Registration Form to the Town of Mesilla each year. You Can Apply online or in person at Mesilla Town Hall.
2. Attend the required vendor orientation before you can sell.
3. Apply for a Town of Mesilla business registration and provide your state tax number (CRS).
4. Pay the required annual fees to remain eligible.
5. Once approved, follow market setup, booth, and conduct guidelines to maintain your vendor license.

Failure to complete these steps or follow the guidelines can result in loss of eligibility to sell at the Mercado.