

VENDOR PROFILES

By David Crowder

Bob Saucedo



Bob Saucedo is a retired civil engineer who got out of calculations, as he puts it, and into making, bagging and selling some darn good, beautifully packaged chips at Ardovinos' farmers market on weekend mornings.

"I travelled all over New Mexico and the country and started this as a hobby before I retired and got involved in this market, selling two types of chips – potato and soybean," Saucedo said on a cold Saturday morning at Ardovinos' market.

Now he's expanded into making sweets too because, he said, "I like cooking a lot, and have to do something around the house."

He's also brought on four employees and his granddaughter to help him produce 10 different types of chips a week with ingredients that come from all directions, including Casas Grandes in Chihuahua, Mexico.



Saucedo's chips go for \$6 a bag, which he acknowledged is high but necessary to cover expenses and pay employees.

"We have to jack the price up a little because everything is so expensive – even the packaging," Saucedo said.

Saucedo's top sellers are the habanero chips that come with heat, followed by jalapeno chips and his nopal cactus chips, which aren't at all hot.