The last two decades witnessed the demise of official color-blindness across most of Latin America. This shift is clearly evident in national censuses. A few decades ago almost no Latin American countries included questions about race or ethnicity on national censuses. Today, the systematic collection of such data is the dominant practice in the region. The end of official color-blindness is also increasingly evident in the adoption of targeted social policies in many countries. Most analysts of this shift have focused on the politics of recognition that pressured states to make afro-descendent and indigenous populations officially visible in statistics and social policy. In this talk, I draw attention to a different reading of this trend. The politics of recognition in Latin America is not merely a politics that makes visible what is already there. It is also a productive politics that affects the social and political realities it pretends to simply describe. I argue that attending to the productive work of the politics of recognition is critical to understand emergent forms of reactionary anti-anti-racism in the region.