

**§ 1206.11**

increased efficiency for the mango industry, and activities to enhance the image of the mango industry.

**§ 1206.11 Mangos.**

*Mangos* means all fresh fruit of *Mangifera indica* L. of the family *Anacardiaceae*.

**§ 1206.12 Market or marketing.**

*Marketing* means the sale or other disposition of mangos in the U.S. domestic market. To market means to sell or otherwise dispose of mangos in interstate or intrastate channels of commerce.

**§ 1206.13 Order.**

*Order* means an order issued by the Department under section 514 of the Act that provides for a program of generic promotion, research, and information regarding agricultural commodities authorized under the Act.

**§ 1206.14 Part.**

*Part* means part 1206 which includes the Mango Promotion, Research, and Information Order and all rules, regulations, and supplemental orders issued pursuant to the Act and the Order.

**§ 1206.15 Person.**

*Person* means any individual, group of individuals, partnership, corporation, association, cooperative, or any other legal entity.

**§ 1206.16 Producer.**

*Producer* means any person who is engaged in the production and sale of mangos in the United States and who owns, or shares the ownership and risk of loss of, the crop or a person who is engaged in the business of producing, or causing to be produced, mangos beyond the person's own family use and having value at first point of sale.

**§ 1206.17 Promotion.**

*Promotion* means any action taken to present a favorable image of mangos to the general public and the food industry for the purpose of improving the competitive position of mangos and stimulating the sale of mangos in the United States. This includes paid advertising and public relations.

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**§ 1206.18 Research.**

*Research* means any type of test, study, or analysis designed to advance the image, desirability, use, marketability, production, product development, or quality of mangos, including research relating to nutritional value, cost of production, new product development, varietal development, nutritional value and benefits, and marketing of mangos.

**§ 1206.19 Retailer.**

*Retailer* means a person engaged in the business of selling mangos only to consumers.

**§ 1206.20 Secretary.**

*Secretary* means the Secretary of Agriculture of the United States.

**§ 1206.21 Suspend.**

*Suspend* means to issue a rule under section 553 of title 5, U.S.C., to temporarily prevent the operation of an order or part thereof during a particular period of time specified in the rule.

**§ 1206.22 Terminate.**

*Terminate* means to issue a rule under section 553 of title 5, U.S.C., to cancel permanently the operation of an order or part thereof beginning on a certain date specified in the rule.

**§ 1206.23 United States.**

*United States or U.S.* means collectively the 50 states, the District of Columbia, the Commonwealth of Puerto Rico, and the territories and possessions of the United States.

**§ 1206.24 Wholesaler.**

*Wholesaler* means any person engaged in the purchase, assembly, transportation, storage, and distribution of mangos for sale to other wholesalers, retailers, and foodservice firms.

NATIONAL MANGO PROMOTION BOARD

**§ 1206.30 Establishment and membership.**

(a) *Establishment of the National Mango Promotion Board.* There is hereby established a National Mango Promotion Board composed of eight importers, one first handler, two domestic