

## **Agricultural Marketing Service, USDA**

## **§ 1212.22**

### **§ 1212.12 Importer-Handler Representative.**

“Importer-Handler Representative” means any person who is an importer and first handler, who must import at least 75 percent of the honey they market in the United States and must handle at least 250,000 pounds annually.

### **§ 1212.13 Information.**

“Information” means activities or programs designed to develop new and existing markets, new and existing marketing strategies and increased efficiency and activities to enhance the image of honey and honey products. These include:

(a) Consumer education, which means any action taken to provide information to, and broaden the understanding of, the general public regarding the consumption, use, nutritional attributes, and care of honey and honey products; and

(b) Industry information, which means information and programs that will lead to the development of new markets, new marketing strategies, or increased efficiency for the honey industry, and activities to enhance the image of the honey industry.

### **§ 1212.14 Market or marketing.**

(a) “Marketing” means the sale or other disposition of honey or honey products in any channel of commerce.

(b) “Market” means to sell or otherwise dispose of honey or honey products in interstate, foreign, or intrastate commerce.

### **§ 1212.15 Order.**

“Order” means the Honey Packers and Importers Research, Promotion, Consumer Education and Industry Information Order.

### **§ 1212.16 Part and subpart.**

“Part” means the Honey Packers and Importers Research, Promotion, Consumer Education, and Industry Information Order (Order) and all rules, regulations, and supplemental orders issued pursuant to the Act and the Order. The Order shall be a “subpart” of such part.

### **§ 1212.17 Person.**

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

### **§ 1212.18 Plans and programs.**

“Plans and programs” mean those research, promotion and information programs, plans, or projects established pursuant to this Order.

### **§ 1212.19 Producer.**

“Producer” means any person who is engaged in the production and sale of honey in any State and who owns, or shares the ownership and risk of loss of the production of honey or a person who is engaged in the business of producing, or causing to be produced, honey beyond personal use and having value at first point of sale.

### **§ 1212.20 Promotion.**

“Promotion” means any action, including paid advertising and public relations that presents a favorable image for honey or honey products to the public and food industry with the intent of improving the perception and competitive position of honey and stimulating sales of honey or honey products.

### **§ 1212.21 Qualified national organization representing first handler interests.**

“Qualified national organization representing first handler interests” means an organization that the Secretary certifies as being eligible to nominate first handler and alternate first handler members of the Board under § 1212.42.

### **§ 1212.22 Qualified national organization representing importer interests.**

“Qualified national organization representing importer interests” means an organization that the Secretary certifies as being eligible to nominate importer, importer-handler, and alternate importer and importer-handler members of the Board under § 1212.42.