Agricultural Marketing Service, USDA § 1260.141

exclusive of milk and products made therefrom.

§ 1260.121 Imported beef or beef products.

Imported beef or beef products means products which are imported into the United States which the Secretary determines contain a substantial amount of beef including those products which have been assigned one or more of the following numbers in the Tariff Schedule of the United States: 106.1020, 106.1040, 106.1060, 106.1080, 107.2000, 107.2520, 107.4000, 107.4500, 107.4820, 107.4840, 107.5220, 107.5240, 107.5500, 107.6100, 107.6200, 107.6300.

§ 1260.122 Promotion.

Promotion means any action, including paid advertising, to advance the image and desirability of beef and beef products with the express intent of improving the competitive position and stimulating sales of beef and beef products in the marketplace.

§ 1260.123 Research.

Research means studies relative to the effectiveness of market development and promotion efforts, studies relating to the nutritional value of beef and beef products, other related food science research, and new product development.

§ 1260.124 Consumer information.

Consumer information means nutritional data and other information that will assist consumers and other persons in making evaluations and decisions regarding the purchasing, preparing, and use of beef and beef products.

§ 1260.125 Industry information.

Industry information means information and programs that will lead to the development of new markets, marketing strategies, increased efficiency, and activities to enhance the image of the cattle industry.

§ 1260.126 Plans and projects.

Plans and projects means promotion, research, consumer information and industry information plans, studies or projects conducted pursuant to this subpart.

§ 1260.127 Marketing.

Marketing means the sale or other disposition in commerce of cattle, beef or beef products.

§ 1260.128 Act.


§ 1260.129 Customs Service.

Customs Service means the United States Customs Service of the United States Department of the Treasury.

§ 1260.130 Part and subpart.

Part means the Beef Promotion and Research Order and all rules and regulations issued pursuant to the Act and the order, and the order itself shall be a “subpart” of such Part.

CATTLEMEN’S BEEF PROMOTION AND RESEARCH BOARD

§ 1260.141 Membership of Board.

(a) Beginning with the 2008 Board nominations and the associated appointments effective early in the year 2009, the United States shall be divided into 39 geographical units and 1 unit representing importers, and the number of Board members from each unit shall be as follows:

<table>
<thead>
<tr>
<th>State/Unit</th>
<th>Cattle and Calves</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>1,307 Head</td>
</tr>
<tr>
<td>Arizona</td>
<td>900 Head</td>
</tr>
<tr>
<td>Arkansas</td>
<td>1,773 Head</td>
</tr>
<tr>
<td>California</td>
<td>5,450 Head</td>
</tr>
<tr>
<td>Colorado</td>
<td>2,617 Head</td>
</tr>
<tr>
<td>Florida</td>
<td>1,707 Head</td>
</tr>
<tr>
<td>Idaho</td>
<td>2,117 Head</td>
</tr>
<tr>
<td>Illinois</td>
<td>1,347 Head</td>
</tr>
<tr>
<td>Indiana</td>
<td>883 Head</td>
</tr>
<tr>
<td>Iowa</td>
<td>3,783 Head</td>
</tr>
<tr>
<td>Kansas</td>
<td>6,550 Head</td>
</tr>
<tr>
<td>Kentucky</td>
<td>2,363 Head</td>
</tr>
<tr>
<td>Louisiana</td>
<td>847 Head</td>
</tr>
<tr>
<td>Michigan</td>
<td>1,030 Head</td>
</tr>
<tr>
<td>Minnesota</td>
<td>2,390 Head</td>
</tr>
<tr>
<td>Mississippi</td>
<td>1,013 Head</td>
</tr>
<tr>
<td>Missouri</td>
<td>4,450 Head</td>
</tr>
<tr>
<td>Montana</td>
<td>2,383 Head</td>
</tr>
<tr>
<td>Nebraska</td>
<td>6,500 Head</td>
</tr>
<tr>
<td>Nevada</td>
<td>500 Head</td>
</tr>
<tr>
<td>New Mexico</td>
<td>1,543 Head</td>
</tr>
<tr>
<td>New York</td>
<td>1,410 Head</td>
</tr>
<tr>
<td>North Carolina</td>
<td>860 Head</td>
</tr>
</tbody>
</table>

(b) The members of the Board shall be appointed, with the consent of the Senate, from among the following categories:

1. Producers of cattle and calves.
2. Processors.
3. Retailers.
4. Custom meat packers.
5. Importers.
6. Ranchers.
7. Agricultural laborers.
8. Cattle feeders.
10. Educators and researchers in the field of agriculture.
11. Cattlemen’s organizations.
12. Organizations of beef producers.
13. Organizations of feeder cattle producers.
15. Organizations of retailers and processors established for the purposes of furthering the marketing of cattle and the marketing of beef and cattle products.
16. Organizations of animal health practitioners, processors, and experts in the field of animal science.
17. Organizations of organizations of cattle and cattle product producers.
18. Organizations of organizations of cattle and cattle product processors and retailers.
20. Organizations of organizations of organizations of organizations of cattle and cattle product producers, processors, and retailers.

(c) Each Board member appointed under the provisions of this section shall hold office at the pleasure of the Secretary, but no Board member shall serve more than two consecutive terms.

(d) The Board shall have the following duties:

1. To develop and implement plans and programs to promote the sale of cattle and cattle products.
2. To promote the marketing of cattle and cattle products.
3. To promote the marketing of beef and beef products.
4. To promote the marketing of cattle and cattle products in foreign countries.
5. To undertake research and development activities to improve the marketing of cattle and cattle products.
6. To provide information to consumers and others to assist in the selection, preparation, and use of cattle and cattle products.
7. To develop and implement plans and programs to promote the marketing of cattle and cattle products in foreign countries.
8. To promote the marketing of beef and beef products in foreign countries.
9. To provide information to consumers and others to assist in the selection, preparation, and use of beef and beef products.
10. To develop and implement plans and programs to promote the marketing of cattle and cattle products in foreign countries.
11. To provide information to consumers and others to assist in the selection, preparation, and use of cattle and cattle products.
12. To develop and implement plans and programs to promote the marketing of beef and beef products in foreign countries.
13. To provide information to consumers and others to assist in the selection, preparation, and use of beef and beef products.
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