§ 1150.110  
product promotion, research or nutrition education program which is certified as a qualified program pursuant to §1150.153.

§ 1150.110  Producer.  
Producer means any person engaged in the production of milk for commercial use.

§ 1150.111  Milk.  
Milk means any class of cow’s milk produced in the United States.

§ 1150.112  Dairy products.  
Dairy products means products manufactured for human consumption which are derived from the processing of milk, and includes fluid milk products.

§ 1150.113  Fluid milk products.  
Fluid milk products means those milk products normally consumed in liquid form as a beverage.

§ 1150.114  Promotion.  
Promotion means actions such as paid advertising, sales promotion, and publicity to advance the image and sales of, and demand for, dairy products generally.

§ 1150.115  Research.  
Research means studies testing the effectiveness of market development and promotion efforts, studies relating to the nutritional value of milk and dairy products, and other related efforts to expand demand for dairy products.

§ 1150.116  Nutrition education.  
Nutrition education means those activities intended to broaden the understanding of sound nutritional principles, including the role of milk and dairy products in a balanced diet.

§ 1150.117  Plans and projects.  
Plans and projects means promotion, research and nutrition education plans, studies or projects pursuant to §§1150.139, 1150.140 and 1150.161.

§ 1150.118  Marketing.  
Marketing means the sale or other disposition in commerce of dairy products.

§ 1150.119  Cooperative association.  
Cooperative association means any cooperative marketing association of producers which is organized under the provisions of the Act of Congress of February 18, 1922, as amended, known as the “Capper-Volstead Act”.

NATIONAL DAIRY PROMOTION AND RESEARCH BOARD

§ 1150.131  Establishment and membership.  
(a) There is hereby established a National Dairy Promotion and Research Board of thirty-six members. For purposes of nominating producers to the Board, the United States shall be divided into thirteen geographic regions and the number of Board members from each region shall be as follows:

1. One member from region one comprised of the following States: Washington and Oregon.
2. Eight members from region two comprised of the following State: California.
3. Four members from region three comprised of the following States: Arizona, Colorado, Idaho, Montana, Nevada, Utah and Wyoming.
4. Four members from region four comprised of the following States: Arkansas, Kansas, New Mexico, Oklahoma and Texas.
5. Two members from region five comprised of the following States: Minnesota, North Dakota and South Dakota.
6. Five members from region six comprised of the following States: Wisconsin.
7. Two members from region seven comprised of the following States: Illinois, Iowa, Missouri, and Nebraska.
8. One member from region eight comprised of the following States: Alabama, Kentucky, Louisiana, Mississippi and Tennessee.
9. Three members from region nine comprised of the following States: Indiana, Michigan, Ohio and West Virginia.
10. One member from region ten comprised of the following States: Florida, Georgia, North Carolina, South Carolina and Virginia.