

**§ 1230.13**

**7 CFR Ch. XI (1–1–11 Edition)**

**§ 1230.13 Market.**

*Market* means to sell, slaughter for sale, or otherwise dispose of a porcine animal in commerce.

**§ 1230.14 Market value.**

*Market value* means, with respect to porcine animals which are sold, the price at which they are sold. With respect to porcine animals slaughtered for the sale by the producer, the term means the most recent annual seven-market average for barrows and gilts, as published by the Department. With respect to imported porcine animals, the term means the declared value. With respect to imported pork and pork products, the term means an amount which represents the value of the live porcine animals from which the pork or pork products were derived, based upon the most recent annual seven-market average for barrows and gilts, as published by the Department.

**§ 1230.15 Part and subpart.**

*Part* means the Pork Promotion, Research, and Consumer Information Order and all rules, regulations, and supplemental orders issued thereunder, and the aforesaid order shall be a “subpart of such part.

**§ 1230.16 Person.**

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

**§ 1230.17 Plans and projects.**

*Plans and projects* means promotion, research, and consumer information plans, studies, or projects.

**§ 1230.18 Porcine animal.**

*Porcine animal* means a swine, that is raised as (a) a feeder pig, that is, a young pig sold to another person to be finished for slaughtering over a period of more than 1 month; (b) for breeding purposes as seed stock and included in the breeding herd; and (c) a market hog, slaughtered by the producer or sold to be slaughtered, usually within 1 month of such transfer.

**§ 1230.19 Pork.**

*Pork* means the flesh of a porcine animal.

**§ 1230.20 Pork product.**

*Pork product* means an edible product produced or processed in whole or in part from pork.

**§ 1230.21 Producer.**

*Producer* means a person who produces porcine animals in the United States for sale in commerce.

**§ 1230.22 Promotion.**

*Promotion* means any action, including but not limited to paid advertising and retail or food service merchandising, taken to present a favorable image for porcine animals, pork, or pork products to the public, or to educate producers with the intent of improving the competitive position and stimulating sales of porcine animals, pork, or pork products.

**§ 1230.23 Research.**

*Research* means any action designed to advance, expand, or improve the image, desirability, nutritional value, usage, marketability, production, or quality of porcine animals, pork, or pork products, including the dissemination of the results of such research.

**§ 1230.24 State.**

*State* means each of the 50 States.

**§ 1230.25 State association.**

*State association* means the single organization of producers in a State that is organized under the laws of that State and is recognized by the chief executive officer of such State as representing such State’s producers. If no such organization exists in a State as of January 1, 1986, the Secretary may recognize an organization that represents not fewer than 50 producers who market annually an aggregate of not less than 10 percent of the pounds of porcine animals marketed in such State. The Secretary may cease to recognize a State association and instead recognize another organization of producers in a State as that State’s association if the Secretary determines either that a majority of the members of