§ 916.45 Marketing research and development.

The committee, with the approval of the Secretary, may establish or provide for the establishment of production research, marketing research and development projects designed to assist, improve, or promote the marketing, distribution and consumption or efficient production of nectarines. Such projects may provide for any form of marketing promotion including paid advertising. The expense of such projects shall be paid by funds collected pursuant to §916.41.

[36 FR 9290, May 22, 1971]

§ 916.50 Marketing policy.

(a) Each season prior to making any recommendations pursuant to §916.51, the committee shall submit to the Secretary a report setting forth its marketing policy for the ensuing marketing season. Such marketing policy report shall contain information relative to:

1. The estimated total production of nectarines within the production area;
2. The expected general quality and size of nectarines in the production area and in other areas;
3. The expected demand conditions for nectarines in different market outlets;
4. The expected shipments of nectarines produced in the production area and in areas outside the production area;
5. Supplies of competing commodities;
6. Trend and level of consumer income;
7. Other factors having a bearing on the marketing of nectarines; and
8. The type of regulations expected to be recommended during the marketing season.

(b) [Reserved]

§ 916.51 Recommendations for regulation.

(a) Whenever the committee deems it advisable to regulate the handling of any variety or varieties of nectarines in the manner provided in §916.52, it shall so recommend to the Secretary.

(b) In arriving at its recommendations for regulation pursuant to paragraph (a) of this section, the committee shall give consideration to current information with respect to the factors affecting the supply and demand for nectarines during the period or periods when it is proposed that such regulations should be made effective. With each such recommendation for regulation, the committee shall submit to the Secretary the data and information on which such recommendation is predicated and such other available information as the Secretary may request.

§ 916.52 Issuance of regulations.

(a) The Secretary shall regulate, in the manner specified in this section, the handling of nectarines whenever he finds, from the recommendations and