This section of the FEDERAL REGISTER contains documents other than rules or proposed rules that are applicable to the public. Notices of hearings and investigations, committee meetings, agency decisions and rulings, delegations of authority, filing of petitions and applications and agency statements of organization and functions are examples of documents appearing in this section.

DEPARTMENT OF AGRICULTURE

Center for Nutrition Policy and Promotion; Agency Information Collection Activities; Current Collection: Comment Request—Innovations for Healthy Kids Challenge To Promote the Open Government Initiative

AGENCY: Center for Nutrition Policy and Promotion, USDA.

ACTION: Notice.

SUMMARY: In the legislation that established the Department of Agriculture (USDA) (the Organic Act of 1862, 7 U.S.C. 2201), Congress gave the Department authority for nutrition education and information dissemination. The USDA, Center for Nutrition Policy and Promotion has been granted emergency approval to conduct the information collection, Innovations for Healthy Kids Challenge to Promote the Open Government Initiative. The collection will contribute to the goal of achieving the President’s Open Government Initiative. The collection will contribute to the goal of achieving the President’s Open Government Initiative and increase access to socially relevant technologies that seek to improve eating and physical activity behaviors among children. In accordance with the Paperwork Reduction Act of 1995, this notice invites the general public and other public agencies to comment on this current information collection. This is a current collection to develop applications and games using a recently released USDA nutrition data on Data.gov

DATES: Written comments on this notice must be submitted on or before June 28, 2010.

ADDRESSES: Comments are invited on:
(a) Whether the proposed collection of information is necessary for the proper performance of the functions of the agency, including whether the information shall have practical utility;
(b) the accuracy of the agency’s estimate of the burden of the proposed collection of information, including the validity of the methodology and assumptions that were used;
(c) ways to enhance the quality, utility, and clarity of the information to be collected; and
(d) ways to minimize the burden of the collection of information on those who are to respond, including use of appropriate automated, electronic, mechanical, or other technological collection techniques or other forms of information technology.

Comments may be sent to: Jackie Haven, Director, Nutrition Marketing and Communications Division, Center for Nutrition Policy and Promotion, United States Department of Agriculture, 3101 Park Center Drive, Room 1034, Alexandria, Virginia, 22302. Comments may also be submitted via fax to the attention of Jackie Haven at 703–305–3300 or via e-mail to jackie.haven@cnp.usda.gov. Comments will also be accepted through the Federal eRulemaking Portal. Go to http://www.regulations.gov, and follow the online instructions for submitting comments electronically.

All written comments will be open for public inspection at the office of the Food, Nutrition and Consumer Services during regular business hours (8:30 a.m. to 5 p.m. Monday through Friday) at 3101 Park Center Drive, Room 1034, Alexandria, Virginia 22302.

All responses to this notice will be summarized and provided to the Office of Management and Budget (OMB). All comments will also become a matter of public record.

FOR FURTHER INFORMATION CONTACT:
Requests for additional information or copies should be directed to Jackie Haven (703) 305–7600.

SUPPLEMENTARY INFORMATION:
Title: Innovations for Healthy Kids Challenge to Promote the Open Government Initiative.
OMB Number: 0584–0555.
Expiration Date: September 30, 2010.
Type of Request: Notice.
Abstract: The Innovations for Healthy Kids Challenge is an initiative of the USDA Food, Nutrition and Consumer Services. The Challenge is intended to provide recognition to American entrepreneurs, software developers, and students for developing innovative software applications using a recently released USDA nutrition data on Data.gov. The Challenge was launched March 8, 2010. A description of the Challenge and information about registration and how to enter can be found at http://www.appsforkids.com. With childhood obesity continuing to rise, the goal of the Challenge is to motivate the creation of innovative, fun, and engaging applications or games that encourage children, especially “tweens” (aged 9–12), to eat more healthfully and be more physically active.

The purpose of the Challenge is to develop new and innovative technology to reach children, either directly or through their parents using the USDA nutrition dataset found at http://www.data.gov/details/1294. This initiative will not only increase access to socially relevant technologies that seek to improve eating and physical activity behaviors among children but could also expand the tools available through the MyPyramid Web site. The Challenge will explore ways to address the following behavioral objectives:

- Increase consumption of whole grains, fruit and vegetables, low- or non-fat milk, and lean sources of protein.
- Develop contemporary and relevant nutrition education tools for kids.
- Address calorie intake and food portion sizes.
- Increase physical activity.

The demand for innovative and relevant nutrition education technologies is needed to address the epidemic rates of obesity within the United States. Developers, programmers, highly motivated gamers and the general public are invited to develop educational games and applications that are based on the Food Nutrition and Consumer Services (FNCS) Dataset. The data has been pre-calculated for common portion sizes and portion increments, which will allow developers to streamline their programming. The calories from solid fats, added sugars, and alcohol in each portion size have also been pre-calculated, to simplify the calorie calculations.

As an option, submissions may use the USDA nutrition source code or any other data set(s) provided on Data.gov in addition to the USDA nutrition dataset required for the contest. Submissions may operate in a variety of platforms broadly available and at no expense (free of charge) to the public.

Applications must incorporate at least one of the following concepts, either independently or in combination:
Cooperatives for a competitively
hereby requests proposals from eligible
Development Cooperative Programs
small, socially-disadvantaged
associations of cooperatives to assist
fiscal year (FY) 2010 for cooperatives or
availability of approximately $3.463
Cooperative Service announces the
ACTION:
AGENCY:
Fiscal Year 2010
Producer Grant (SSDPG) Program in
Notice of Funding Availability (NOFA)
Rural Business—Cooperative Service
BILLING CODE 3410–30–P
[FR Doc. 2010–9778 Filed 4–27–10; 8:45 am]
Robert Post,
Robert Post,
Acting Executive Director, Center for
Nutrition Policy and Promotion.
[FR Doc. 2010–9778 Filed 4–27–10; 8:45 am]
BILLING CODE 3410–30–P

DEPARTMENT OF AGRICULTURE
Rural Business—Cooperative Service
Notice of Funding Availability (NOFA)
for the Small, Socially-Disadvantaged
Producer Grant (SSDPG) Program in
Fiscal Year 2010
AGENCY: Rural Business-Cooperative
Service, USDA.
ACTION: Notice of funding availability.
SUMMARY: The Rural Business-
Cooperative Service announces the
availability of approximately $3.463
million in competitive grant funds for
fiscal year (FY) 2010 for cooperatives or
associations of cooperatives to assist
small, socially-disadvantaged
agricultural producers. USDA Rural
Development Cooperative Programs
hereby requests proposals from eligible
cooperatives and associations of
cooperatives for a competitively
awarded grant to fund technical

- Teaching kids to eat more whole
  grain.
- Increasing fruit and vegetable
  consumption.
- Focusing on consuming more low-
  or non-fat milk.
- Choosing lean sources of protein
  (meat and beans).
- Making food group education fun.
- Understanding calories and energy
  balance.
- Increasing choices of foods with
  high nutrition value and decreasing
  amounts of foods with solid (saturated)
  fats and added sugars (i.e., “extra”
  calories), and decreasing amounts of
  sodium.
- Identifying and consuming proper
  food portion sizes.
- Being more physically active.
- Balancing physical activity and
  food intake.

Challenge participants will own the
intellectual property rights to submitted
applications but USDA will maintain a
royalty free license to post or link to the
application on the official USDA and
nutritional partner Web sites and make it
publically available, if desired.
Affected Public: The affected public
are individual and households;
businesses (e.g., programmers, students,
technology professionals and gamers).

Estimated Number of Innovations for
Healthy Kids Challenge Respondents:
Challenge participants will voluntarily
develop applications and games using
the FNCS nutrition data. Based on a
review of initiatives with similar scope,
100 responses are anticipated from the
affected public.
Estimated Number of Responses per
Respondent: 1.
Estimated Total Annual Responses:
100.

Estimated Time per Response: Total
time to respond to this information
collection will include completing the
application and developing products
using the FNCS nutrition data. Based on
information provided by the Challenge
administrator, it is estimated that
respondents will need about 3,300
minutes (55 hours) to develop products
and approximately 15 minutes (.25
hours) to complete the online

<table>
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<th>Respondent type</th>
<th>Affected public</th>
<th>Number of respondents</th>
<th>Number of respondents per respondent</th>
<th>Est. total annual responses</th>
<th>Hours per response</th>
<th>Total burden</th>
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<td>Contest participants (e.g., programmers, students, technology professionals and gamers).</td>
<td>Individual/household.</td>
<td>25</td>
<td>1</td>
<td>25</td>
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<td>Total Annual Burden Estimates</td>
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<td></td>
<td></td>
<td>100</td>
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<td>5,525.00</td>
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</table>

FOR FURTHER INFORMATION CONTACT: Visit the program Web site at http://www.rurdev.usda.gov/rbs/coops/ssdpg/ssdpg.htm for application assistance or contact a USDA Rural Development State Office. Applicants are strongly encouraged to contact their State Offices well in advance of the deadline to discuss their Projects and ask any questions about the application process.

SUPPLEMENTARY INFORMATION:
Overview
Funding Opportunity Title: Small, Socially-Disadvantaged Producer Grant.
Announcement Type: Initial Announcement.
Catalog of Federal Domestic Assistance Number: 10.771.
DATES: Application Deadline: Completed applications for grants may be submitted on paper or electronically according to the following deadlines:
Paper copies must be postmarked and mailed, shipped, or sent overnight no later than July 27, 2010, to be eligible for FY 2010 grant funding. Late applications are not eligible for FY 2010 grant funding.
Electronic copies must be received by July 27, 2010, to be eligible for FY 2010 grant funding. Late applications will not be eligible for FY 2010 grant funding.

ADDRESS: Applications for the SSDPG program may be obtained at http://www.rurdev.usda.gov/rbs/coops/ssdpg/ssdpg.htm or by contacting the applicant’s USDA Rural Development State Office. Contact information for State Offices can be found at http://www.rurdev.usda.gov/rbs/coops/rcdg/Contacts.htm or by dialing 1–800–670–6553.
Paper applications must be submitted to the USDA Rural Development State Office where the applicant is located. Electronic applications must be submitted through the Grants.gov Web site at http://www.grants.gov, following the instructions found on this Web site.

Estimated Annual Burden Hours: 5,525.

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