

DEPARTMENT OF AGRICULTURE

305

**Ag 96.06 Advertising and sales promotion.** (1) The director shall prepare and carry out a program for advertising and promoting red tart cherries.

(2) In carrying out plans and activities authorized in this section, the director may enter into contracts with any person or persons including the Wisconsin Red Cherry Growers' Association and National Red Cherry Institute to render services and supply materials in connection therewith.

(3) Such plans and programs may consist of but not be limited to plans for advertising, dealer service work, trade promotion, publicity, market development, and expansion activities, the presentation of facts to and negotiations with state or federal agencies on matters which affect the marketing of cherries produced in this area or such other activities and programs which are consistent with the objectives of this marketing order.

(4) Plans and programs promulgated pursuant to this section shall be directed toward promoting the sale of cherries without reference to any particular private brand or trade name and advertising and sales promotion programs so promulgated shall not make use of false or unwarranted claims on behalf of cherries nor disparage the quality, value, sale or use of any other agricultural commodity.

**History:** Emergency rule, eff. 7-13-59; cr. Register, August, 1959, No. 44, eff. 9-1-59.

**Ag 96.07 Research and survey studies.** The director may carry on or cause to be carried on research and survey studies in production, packing or distribution of red tart cherries. Such research and survey studies may include, but shall not necessarily be limited to, developing objective quality and maturity factors for cherries, improving methods and techniques of harvesting cherries, the development of more disease resistant cherries for marketing, determining the special nutritive qualities of cherries produced in this area, carrying on container and packaging research studies, and improving packing and handling techniques which promote more efficient operation in the handling or distribution of cherries. The director, in addition to the activities enumerated above, may carry on any other necessary and proper research and survey activities consistent with and subject to the restrictions and limitations of the Wisconsin Agricultural Marketing Act.

**History:** Emergency rule, eff. 7-13-59; cr. Register, August, 1959, No. 44, eff. 9-1-59.

*Note:* Section 96.08, Wis. Stats., provides that every marketing order shall terminate 3 years from the date of its issuance or last assent, but that a referendum shall be conducted to determine whether the marketing order shall remain in effect. Since chapter Ag 96, the marketing order for red tart cherries, was due to terminate on May 17, 1971, a referendum was conducted by mail during the 15-day period ending May 15, 1971. In such referendum the red tart cherry producers of Door and Kewaunee counties approved the continuation of the marketing order. Chapter Ag 96 will therefore remain in effect for a further period of 3 years from May 15, 1971, the date of last assent.

*am  
June  
Regis  
No 2  
eff 7*