

(1) Each processor to report to the secretary the name of each producer, quality and quantity of cherries marketed, price per pound, and gross dollar value of the cherries marketed.

(2) Each processor to submit such additional reports and information from time to time as may be necessary.

(3) Each producer to file such reports as he may deem necessary to effectuate the administration of the order.

**History:** Emergency rule, eff. 7-15-59; cr. Register, August, 1959, No. 44, eff. 9-1-59; am. Register, October, 1974, No. 226, eff. 11-1-74.

**Ag 96.06 Advertising and sales promotion.** (1) The secretary 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 secretary 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. 7-15-59; cr. Register, August, 1959, No. 44, eff. 9-1-59; am. Register, October, 1974, No. 226, eff. 11-1-74.

**Ag 96.07 Research and survey studies.** The secretary 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 secretary, 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. 7-15-59; cr. Register, August, 1959, No. 44, eff. 9-1-59; am. Register, October, 1974, No. 226, eff. 11-1-74.

**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 within 6 months of the expiration of such 3-year period to determine whether the marketing

order shall remain in effect. Since its original adoption in 1959, Wis. Adm. Code chapter Ag 96, the marketing order for red tart cherries, has been extended for successive 3-year periods by referenda conducted in accordance with requirements of section 96.08, Wis. Stats. Its continuation for an additional 3-year period was assented to by producers of red tart cherries in a referendum conducted during a 75-day period ending May 14, 1977, and will, therefore, remain in effect for a further period of 3 years expiring July 15, 1980.