

Chapter Ag 96

MARKETING ORDER FOR RED TART CHERRIES

Ag 96.01	Definition of area	Ag 96.06	Advertising and sales promotion
Ag 96.02	Definition of terms	Ag 96.07	Research and survey studies
Ag 96.03	Advisory board		
Ag 96.04	Assessments		
Ag 96.05	Reports		

Ag 96.01 Definition of area. This order shall be applicable to all red tart cherries produced in Door and Kewaunee counties for processing.

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

Ag 96.02 Definition of terms. (1) "Director" means the director of the State Department of Agriculture of the State of Wisconsin.

(2) "Cherries" means and includes all varieties of red tart cherries.

(3) "Processor" means any person, firm, cooperative association, corporation, partnership, company or other business unit which performs any of the functions of processing red tart cherries.

(4) "Process" and "Processing" are synonymous terms and mean the operation of canning, packing, freezing, preserving or otherwise preparing red tart cherries as herein defined for marketing in any other form than for fresh consumption.

(5) "Producer" means any person engaged in the business of producing or causing to be produced cherries for processing.

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

Ag 96.03 Advisory board. (1) **MEMBERSHIP.** An advisory board is established consisting of 4 members to assist the director in the administration of this marketing order. Two members shall be elected by the producers in the area north of the town of Sevastopol and 2 members shall be elected by the producers in the town of Sevastopol and all areas south, including Kewaunee county. Advisory board members shall be producers in the area which they represent. There shall be an alternate member for each member of the board. Members shall be nominated and elected in accordance with the provisions of the Wisconsin Agricultural Marketing Act (Ch. 96, Wis. Stats.). In the event nominations are not made pursuant to such act and within the time specified, the director may nominate members and alternate members. Alternate members shall be those individuals who receive the next highest number of votes as recorded in the election of advisory board members. An alternate member of the board shall in the absence of the member for whom he is alternate sit in the stead of such member and shall assume the rights and privileges accorded the regular member. In the event of death, removal, resignation or disqualification of a member, the alternate member shall become his successor.

(2) **TERM OF OFFICE.** The term of office of the members and alternate members shall be 3 years. The term of office shall commence with the effective date of this order and all members shall serve until their successors have been elected.

(3) **VACANCIES.** To fill any vacancy the director shall call for an election as provided for in the Wisconsin Agricultural Marketing Act.

(4) **DUTIES.** The duties of the board shall be advisory only and may include the following:

(a) To recommend to the director administrative rules relating to the marketing order.

(b) To receive and report to the director complaints of violations of the marketing order.

(c) To recommend to the director amendments to the marketing order.

(d) To advise the director in the assessment of members of the industry and in the collection of funds to cover expenses incurred by the director in the administration of this order.

(e) To advise the director in the collection of such information and data as the director may deem necessary to the proper administration of this order.

(f) To advise the director in the administration of this order.

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

Ag 96.04 Assessments. (1) Each producer for the crop year 1959 shall be liable for an assessment of one-tenth cent (.1¢) per pound net weight on all cherries delivered to a processor. Thereafter the director shall annually set the rate of assessment but in no event shall it exceed 2% of the gross dollar value of the crop marketed.

(2) It shall be the duty of each processor to deduct such assessment from any amounts due to producers for cherries received by him for processing.

(3) It shall be the duty of each processor to pay to the director all such assessments levied and collected. One-half of the sum so collected shall be remitted on or before September 1 of each year. The balance shall be remitted on or before December 31 each year.

(4) In the event of the failure of any processor to collect the assessments levied hereunder, such processor shall be personally liable for such assessments.

(5) In the event of failure of any person to pay any assessments payable hereunder, the director may bring an action against such person in a court of competent jurisdiction for collection thereof.

(6) Upon termination of this order, any assessment monies collected and not expended shall be returned to the affected producers entitled thereto.

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

Ag 96.05 Reports. To determine compliance with the provisions of section Ag 96.04 the director may require:

(1) Each processor to report to the director 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. 7-13-59; cr. Register, August, 1959, No. 44, eff. 9-1-59.

Register, December, 1967, No. 144

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 24, 1965, a referendum was conducted by mail during the period May 7 to 22, 1965. In such referendum the red tart cherry producers of Door and Kewaunee counties approved the continuation of this marketing order. Chapter Ag 96 will therefore remain in effect for a further period of 3 years from May 22, 1965, the date of last assent.