

DEPARTMENT OF AGRICULTURE**Agricultural Marketing Service****[Doc. No. AMS-FV-11-0015]****Child Nutrition (CN) Labeling Program; Request for Extension and Revision of a Currently Approved Information Collection****AGENCY:** Agricultural Marketing Service, USDA.**ACTION:** Request for comments.

SUMMARY: In accordance with the Paperwork Reduction Act of 1995 (44 U.S.C. Chapter 35), this document announces the Agricultural Marketing Service's (AMS) intention to request approval, from the Office of Management and Budget, for an extension of and revision to the currently approved information collection for the Child Nutrition Labeling Program.

DATES: Comments on this document must be received by July 18, 2011 to be assured of consideration.

ADDRESSES: Contact Gwendolyn Holcomb, Business Development and Quality Assurance Section, Processed Product Branch, Fruit and Vegetable Programs, Agricultural Marketing Service, U.S. Department of Agriculture, STOP 0247, 1400 Independence Avenue, SW., Washington, DC 20250-0247, telephone: (202) 720-9939 and Fax: (202) 690-3824; or Internet: <http://www.regulations.gov>.

SUPPLEMENTARY INFORMATION: *Title:* Child Nutrition Labeling Program.

OMB Number: 0581-0261.

Expiration Date of Approval: 3 years from approval.

Type of Request: Extension and revision of a currently approved information collection.

Abstract: The Child Nutrition (CN) Labeling Program is a voluntary technical assistance service to aid schools and institutions participating in the National School Lunch Program (NSLP), School Breakfast Program (SBP), Child and Adult Care Food Program (CACFP), and Summer Food Service Program (SFSP) in determining the contribution a commercial product makes toward the food-based meal pattern requirements of these programs. (See Appendix C to 7 CFR parts 210, 220, 225, and 226 for more information on this program). The existence of a CN label on a product assures schools and other Child Nutrition Program operators that the product contributes to the meal pattern requirements as printed on the label. However, there is no Federal requirement that commercial products

must have a CN label statement in order to be included in meals served by schools and institutions. AMS officially opened the CN Labeling Program Operations Office on January 19, 2010.

To participate in the Child Nutrition Labeling Program, a manufacturer submits a label application to AMS for evaluation. AMS reviews the product formulation to determine the contribution a serving of the product makes toward the food-based meal pattern requirements. The application form submitted to AMS is the same application form that a manufacturer submits to USDA's Food Safety and Inspection Service (FSIS) Labeling and Program Delivery Division for review of meat and poultry labels. Participation in the CN Labeling Program is voluntary and manufacturers who wish to place a CN label on their products must comply with CN Labeling Program requirements.

Estimate of Burden: Public reporting burden for this collection of information is estimated to average 15 minutes per response.

Respondents: Manufacturers who produce food for the school foodservice.

Estimated Number of Respondents: 110.

Estimated Total Annual Responses: 2530.

Estimated Number of Responses per Respondent: 23.

Estimated Total Annual Burden on Respondents: 632.50 hours.

Comments are invited on: (1) Whether the proposed collection of information is necessary for the proper performance of the functions of the agency, including whether the information will have practical utility; (2) the accuracy of the agency's estimate of the burden of the proposed collection of information including the validity of the methodology and assumptions used; (3) ways to enhance the quality, utility, and clarity of the information to be collected; and (4) ways to minimize the burden of the collection of information on those who are to respond, including the use of appropriate automated, electronic, mechanical, or other technological collection techniques or other forms of information technology.

Comments may be sent to Gwendolyn Holcomb, Business Development and Quality Assurance Section, Processed Product Branch, Fruit and Vegetable Programs, Agricultural Marketing Service, U.S. Department of Agriculture, STOP 0247, 1400 Independence Avenue, SW., Washington, DC 20250-0247, telephone: (202) 720-9939 and Fax: (202) 690-3824; or Internet: <http://www.regulations.gov>. All comments received will be available for

public inspection during regular business hours at the same address.

All responses to this document will be summarized and included in the request for OMB approval. All comments will become a matter of public record.

Dated: May 11, 2011.

David R. Shipman,

Acting Administrator, Agricultural Marketing Service.

[FR Doc. 2011-12141 Filed 5-17-11; 8:45 am]

BILLING CODE 3410-02-P

DEPARTMENT OF AGRICULTURE**Food Safety and Inspection Service****[Docket No. FSIS-2011-0011]****Notice of Request for a New Information Collection (Food Safety Education Campaign—Tracking Survey)****AGENCY:** Food Safety and Inspection Service, USDA.**ACTION:** Notice and request for comments.

SUMMARY: In accordance with the Paperwork Reduction Act of 1995 and the Office of Management and Budget (OMB) regulations, the Food Safety and Inspection Service (FSIS) is announcing its intention to request a new information collection for a tracking survey associated with the upcoming Food Safety Education Campaign.

FSIS is giving the public 30 days to respond instead of the normal 60 days because of the need to expeditiously conduct the tracking survey so that the Food Safety Education Campaign will be able to begin in July as planned.

DATES: Comments on this notice must be received on or before June 17, 2011.

ADDRESSES: FSIS invites interested persons to submit comments on this notice. Comments may be submitted by either of the following methods:

- *Federal eRulemaking Portal:* This Web site provides the ability to type short comments directly into the comment field on this Web page or attach a file for lengthier comments. Go to <http://www.regulations.gov>. Follow the on-line instructions at that site for submitting comments.

- *Mail, including floppy disks or CD-ROMs, and hand- or courier-delivered items:* Send to Docket Clerk, U.S. Department of Agriculture, Food Safety and Inspection Service, Room 2-2175, George Washington Carver Center, 5601 Sunnyside Avenue, Mailstop 5272, Beltsville, MD 20705-5272.

Instructions: All items submitted by mail or electronic mail must include the

Agency name and docket number FSIS–2011–0011. Comments received in response to this docket will be made available for public inspection and posted without change, including any personal information, to <http://www.regulations.gov>.

Docket: For access to background documents or comments received, go to the FSIS Docket Room at the address listed above between 8:30 a.m. and 4:30 p.m., Monday through Friday.

FOR FURTHER INFORMATION CONTACT: John O'Connell, Paperwork Reduction Act Coordinator, Food Safety and Inspection Service, USDA, 1400 Independence Avenue, SW., Room 6065, South Building, Washington, DC 20250, (202) 720–0345.

SUPPLEMENTARY INFORMATION: *Title:* Food Safety Education Campaign—Tracking Survey.

Type of Request: New information collection.

Abstract: FSIS has been delegated the authority to exercise the functions of the Secretary as specified in the Federal Meat Inspection Act (FMIA) (21 U.S.C. 601, *et seq.*), the Poultry Products Inspection Act (PPIA) (21 U.S.C. 451, *et seq.*), and the Egg Products Inspection Act (EPIA) (21 U.S.C., *et seq.*). FSIS protects the public by verifying that meat, poultry, and egg products are safe, wholesome, not adulterated, and correctly labeled and packaged. FSIS, in partnership with the Ad Council, the Food and Drug Administration, and the Centers for Disease Control and Prevention, has developed a new national public service advertising campaign to educate the public about the importance of safe food handling and how to reduce the risks associated with foodborne illness. FSIS is seeking approval of an information collection to help evaluate the impact of the campaign. The collection will take the form of a survey of members of the target audience, and will help gauge awareness of the advertising, attitudes regarding safe food preparation, and self-reported prevention behaviors. The survey will be fielded once prior to launch of materials, and then again 9–12 months following launch to monitor any shifts over time.

After receiving a briefing on foodborne illness and USDA priorities for the public education campaign, the Ad Council and JWT conducted an audit of existing research and statistics surrounding the issue and prevention behaviors. Following this review, the Ad Council and JWT conducted consumer research to better understand perceptions of foodborne illness and safe food handling behaviors held by the

target audience. These research sessions were conducted with OMB approval in November 2010. Next, the Ad Council and JWT developed a communications strategy based on research findings that clearly articulates the proposed approach to communications.

JWT then developed creative concepts—scripts, graphical treatments, *etc.*—that stem directly from the communications strategy. These concepts were qualitatively tested with members of the target audience in March. Finally, before the release of the advertising campaign in July, the Ad Council, on behalf of FSIS, will conduct a tracking study to monitor awareness of the campaign as well as any changes in perceptions of foodborne illness and reported safe food handling behaviors.

The campaign targets parents, ages 20 to 40, who are caregivers for children between the ages of 4 and 12. Parents have been identified as the target audience because they are most likely to be preparing food for themselves and others, and they have an incentive to listen to food safety messages and adopt or change their behaviors as a result.

The survey will be administered using a national random digit dial phone methodology in both English and Spanish. Each respondent will answer questions about their attitudes about food safety, their awareness of the risks of foodborne illness, their own efficacy with regard to preventing foodborne illness, and their own use of safe food-handling practices. The public service announcements (PSAs) will also be described to respondents in order to gauge recognition of the ads in market.

Once the post-wave survey is fielded 9–12 months after the benchmark survey, the Ad Council will compare results to identify any shifts in attitudes, awareness, or behaviors that occurred while the PSAs were in market.

FSIS has made the following estimates based upon an information collection assessment:

Estimate of Burden: FSIS estimates that it will take respondents an average of 15 minutes per year and non-respondents an average of 2 minutes per year to respond.

Respondents: Consumers.

Estimated No. of Respondents: 7,200.

Estimated No. of Annual Responses

per Respondent: 1.

Estimated Total Annual Burden on Respondents: 500 hours.

Copies of this information collection assessment can be obtained from John O'Connell, Paperwork Reduction Act Coordinator, Food Safety and Inspection Service, USDA, 1400 Independence, SW., Room 6065, South Building, Washington, DC 20250, (202) 720–0345.

Comments are invited on: (a) Whether the proposed collection of information is necessary for the proper performance of FSIS's functions, including whether the information will have practical utility; (b) the accuracy of FSIS's estimate of the burden of the proposed collection of information, including the validity of the methodology and assumptions 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, including through the use of appropriate automated, electronic, mechanical, or other technological collection techniques, or other forms of information technology. Comments may be sent to both FSIS, at the addresses provided above, and the Desk Officer for Agriculture, Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20253.

Responses to this notice will be summarized and included in the request for OMB approval. All comments will also become a matter of public record.

USDA Nondiscrimination Statement

The United States Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's Target Center at 202–720–2600 (voice and TTY).

To file a written complaint of discrimination, write USDA, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW., Washington, DC 20250–9410 or call 202–720–5964 (voice and TTY). USDA is an equal opportunity provider and employer.

Additional Public Notification

Public awareness of all segments of rulemaking and policy development is important. Consequently, in an effort to ensure that the public and in particular minorities, women, and persons with disabilities, are aware of this notice, FSIS will announce it on-line through the FSIS Web page located at http://www.fsis.usda.gov/regulations_&_policies/Federal_Register_Notices/Index/index.asp.

FSIS also will make copies of this **Federal Register** publication available through the *FSIS Constituent Update*,

which is used to provide information regarding FSIS policies, procedures, regulations, **Federal Register** notices, FSIS public meetings, and other types of information that could affect or would be of interest to our constituents and stakeholders. The *Update* is communicated via Listserv, a free e-mail subscription service consisting of industry, trade, and farm groups, consumer interest groups, allied health professionals, scientific professionals, and other individuals who have requested to be included. The *Update* also is available on the FSIS Web page. Through Listserv and the Web page, FSIS is able to provide information to a much broader, more diverse audience.

In addition, FSIS offers an e-mail subscription service which provides automatic and customized access to selected food safety news and information. This service is available at http://www.fsis.usda.gov/News_&_Events/Email_Subscription/. Options range from recalls to export information to regulations, directives and notices. Customers can add or delete subscriptions themselves, and have the option to password protect their accounts.

Done at Washington, DC, on: May 16, 2011.

Alfred V. Almanza,
Administrator.

[FR Doc. 2011-12304 Filed 5-16-11; 4:15 pm]

BILLING CODE 3410-DM-P

DEPARTMENT OF AGRICULTURE

Forest Service

Tehama County Resource Advisory Committee

AGENCY: Forest Service, USDA.

ACTION: Notice of meeting.

SUMMARY: The Tehama County Resource Advisory Committee (RAC) will meet in Red Bluff, California. The committee is authorized under the Secure Rural Schools and Community Self-Determination Act (Pub. L. 110-343) (the Act) and operates in compliance with the Federal Advisory Committee Act. The purpose of the committee is to improve collaborative relationships and to provide advice and recommendations to the Forest Service concerning projects and funding consistent with the title II of the Act. The meeting is open to the public. The purpose of the meeting is to vote on project proposals and to discuss a project monitoring field visit.

DATES: The meeting will be held on May 26, 2011 from 9 a.m. and end at approximately 12 p.m.

ADDRESSES: The meeting will be held at the Lincoln Street School, Pine Room, 1135 Lincoln Street, Red Bluff, CA. Written comments may be submitted as described under Supplementary Information.

All comments, including names and addresses when provided, are placed in the record and are available for public inspection and copying. The public may inspect comments received at 825 N. Humboldt Ave., Willows, CA 95988. Please call ahead to (530) 934-1269 to facilitate entry into the building to view comments.

FOR FURTHER INFORMATION CONTACT:

Randy Jero, Committee Coordinator, USDA, Mendocino National Forest, Grindstone Ranger District, 825 N. Humboldt Ave, Willows, CA 95988. (530) 934-1269; E-MAIL rjero@fs.fed.us.

Individuals who use telecommunication devices for the deaf (TDD) may call the Federal Information Relay Service (FIRS) at 1-800-877-8339 between 8 a.m. and 8 p.m., Eastern Standard Time, Monday through Friday. Requests for reasonable accommodation for access to the facility or proceedings may be made by contacting the person listed **FOR FURTHER INFORMATION**.

SUPPLEMENTARY INFORMATION: The meeting is open to the public. Agenda items to be covered include: (1) Introductions, (2) Approval of Minutes, (3) Public Comment, (4) Chairman's Perspective, (5) DFO's comments & updates, (6) Project Voting, (7) Discuss Monitoring Trip, (8) Next Agenda. Anyone who would like to bring related matters to the attention of the committee may file written statements with the committee staff before or after the meeting. The agenda will include time for people to make oral statements of three minutes or less. Individuals wishing to make an oral statement should request in writing by May 23, 2011 to be scheduled on the agenda. Written comments and requests for time for oral comments must be sent to Randy Jero, Committee Coordinator, USDA, Mendocino National Forest, Grindstone Ranger District, 825 N. Humboldt Ave, Willows, CA 95988 or by e-mail to rjero@fs.fed.us or via facsimile to 530-934-1212.

Dated: May 10, 2011.

Eduardo Olmedo,

Grindstone District Ranger,

[FR Doc. 2011-12025 Filed 5-17-11; 8:45 am]

BILLING CODE 3410-11-P

DEPARTMENT OF AGRICULTURE

Forest Service

Ouachita-Ozark Resource Advisory Committee

AGENCY: Forest Service, USDA.

ACTION: Notice of meeting.

SUMMARY: The Ouachita-Ozark Resource Advisory Committee will meet in Waldron, Arkansas. The committee is meeting as authorized under the Secure Rural Schools and Community Self-Determination Act (Pub. L. 110-343) and in compliance with the Federal Advisory Committee Act. The purpose is to discuss general information, review proposals, review updates on current or completed Title II projects, and to set next meeting agenda.

DATES: The meeting will be held on June 9, 2011, beginning at 6 p.m. and ending at approximately 9 p.m. Alternate meeting dates will be June 14 and June 16 in case of postponement due to weather, lack of committee quorum, or other unforeseen circumstances. Please call 501-321-5202 prior to June 9th to determine if the meeting has been postponed.

ADDRESSES: The meeting will be held at the Scott County Courthouse, 190 W 1st Street, Waldron, Arkansas.

Written comments should be sent to: Caroline Mitchell, Committee Coordinator, USDA, Ouachita National Forest, P.O. Box 1270, Hot Springs, AR 71902. Comments may also be sent via e-mail to carolinemitchell@fs.fed.us or via facsimile to 501-321-5399.

All comments, including names and addresses when provided, are placed in the record and are available for public inspection and copying. The public may inspect comments received at 100 Reserve Street, Hot Springs, AR 71901. Visitors are encouraged to call ahead to 501-321-5202 to facilitate entry into the building.

FOR FURTHER INFORMATION CONTACT:

Caroline Mitchell, Committee Coordinator, USDA, Ouachita National Forest, P.O. Box 1270, Hot Springs, AR 71902. (501-321-5318). Individuals who use telecommunication devices for the deaf (TDD) may call the Federal Information Relay Service (FIRS) at 1-800-877-8339 between 8 a.m. and 8 p.m., Eastern Standard Time, Monday through Friday.

SUPPLEMENTARY INFORMATION: The meeting is open to the public. Committee discussion is limited to Forest Service staff, Committee members, and elected officials. However, persons who wish to bring