Notices

Federal Register
Vol. 74, No. 113
Monday, June 15, 2009

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

Food Safety and Inspection Service

[Docket No. FSIS–2009–0013]

Notice of Request for a New Information Collection (Be Food Safe Campaign Pilot Surveys)

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 concerning surveys of consumers to assess the effectiveness of the *Be Food Safe* campaign mass media advertising pilot.

DATES: Comments on this notice must be received on or before August 14, 2009.

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 online 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, 1400 Independence Avenue, SW., Room 2534, South Agriculture Building, Washington, DC 20250–3700.

Instructions: All items submitted by mail or electronic mail must include the Agency name and docket number FSIS–2009–0013. 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 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 Additional Information: Contact John O'Connell, Paperwork Reduction Act Coordinator, Food Safety and Inspection Service, USDA, 1400 Independence Avenue, SW., Room 3532 South Building, Washington, DC 20250, (202) 720–0345.

SUPPLEMENTARY INFORMATION:

Title: Be Food Safe Campaign Pilot Surveys.

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. 1031, *et seq.*). FSIS protects the public by verifying that meat, poultry, and egg products are safe, wholesome, unadulterated, and correctly labeled and packaged.

FSIS is requesting a new information collection addressing the paperwork burden related to the collection of information for the *Be Food Safe* campaign pilot surveys.

FSIS has initiated the *Be Food Safe* campaign to educate consumers about the importance of safe food handling and how to reduce the risks associated with foodborne illness. As a part of the *Be Food Safe* campaign, the Agency plans to purchase advertising through Oklahoma City, Oklahoma, mass media outlets to promote safe food handling messages to consumers. The pilot surveys will measure consumer awareness and response. The Oklahoma City, Oklahoma, pilot surveys will test the effectiveness of the use of mass media advertising to promote the four *Be Food Safe* campaign safe food handling messages: clean, separate, cook, and chill. The pilot advertising and surveys will be targeted at women, aged 25 to 49, who are caregivers for children under the age of 10 or for older adults. FSIS identified these women as the target audience because they are the individuals who are most likely to be preparing food for themselves and others, and who have an incentive to listen to food safety messages and adapt or change their behaviors in response to these messages.

Before launching the mass media advertising pilot, 400 randomly selected women in the target audience will complete a 10 minute pre-test telephone survey. The pre-test survey will assess attitudes, beliefs, and behavior pertaining to food handling and food safety, media habits, and demographic and personal information (annual household income, education level, and ethnic origin). Approximately three to four weeks after the pre-test survey and immediately following the airing of the food safety messages, the post-test survey will be conducted with a second unique sample of 400 women. The post-test survey will assess awareness of and reactions to the advertising and its food safety messages, as well as gauge respondents' association of the advertising with USDA. The post-test survey will also inventory respondents' attitudes, intentions, and behaviors related to food safety (*i.e.*, clean, separate, cook, and chill).

The data collected in these surveys will allow FSIS to determine what knowledge members of the target audience had about food safety before the advertising, whether they were aware of the campaign, and, if they were, whether they changed any food preparation behaviors as a result of the advertising. The information collected will be used to refine the campaign's messages, materials, and approaches in order to improve its overall effectiveness. Addressing any issues identified during the evaluation of the advertising in Oklahoma City, Oklahoma, will help ensure that the use of mass media advertising nation-wide for the *Be Food Safe* campaign is successful in promoting proper food safety behavior among the general population.

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

Estimate of Burden: FSIS estimates that it will take participants an average of 10 minutes per response and non-participants 2 minutes per response.

Respondents: Consumers.

Estimated Total No. of Respondents: 800 participants and 434 non-participants. (The Agency estimates that

approximately 434 consumers contacted by telephone will decline to participate in the surveys).

Estimated No. of Annual Responses per Respondent: 1.

Estimated Total Annual Burden on Respondents: 144.8 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 3532, South Bldg., 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.

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/2009_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_and_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 June 9, 2009.

Alfred V. Almanza,

Administrator.

[FR Doc. E9–13936 Filed 6–12–09; 8:45 am]

BILLING CODE 3410–DM–P

DEPARTMENT OF AGRICULTURE

Forest Service

Proposed Amendment of Rogue River, Umpqua and Winema National Forest (NF) Land and Resource Management Plans for the Pacific Connector Gas Pipeline

AGENCY: Forest Service, USDA.

ACTION: Notice of intent to prepare an environmental impact statement for Land and Resource Management Plan amendments.

SUMMARY: The USDA Forest Service is proposing to amend the Land and Resource Management Plans (LRMP) of the Rogue River (administered as the Rogue River-Siskiyou NF), Umpqua, and Winema (administered as the Fremont-Winema NF) National Forests to make provision for the proposed Pacific Connector Gas Pipeline (PCGP). The Federal Energy Regulatory Commission (FERC) is the lead agency for the environmental analysis of the construction and operation of the proposed natural gas pipeline (FERC Docket No. CP07–441–000). The FERC has prepared an environmental impact statement (EIS) that discusses the environmental impacts that could result from the construction and operation of the PCGP. FERC issued the FEIS for the PCGP on May 1, 2009.

The U.S. Department of Agriculture, Forest Service is a Cooperating Agency with the FERC in environmental analysis and preparation of the EIS for the PCGP. Certain features of the PCGP Project could not be made consistent with the LRMPs of the Rogue River, Umpqua and Winema National Forests because of the nature of pipeline construction. Therefore, in order to comply with the requirements of the National Forest Management Act (NFMA) the Forest Service must amend these LRMPs to make provision for the PCGP.

DATES: Comments concerning the scope of the analysis must be received by 30 days from the date this notice is published in the **Federal Register**. The draft environmental impact statement for amendment of forest plans is expected to be published in August, 2009 and the final environmental impact statement is expected in December, 2009.

ADDRESSES: Send written comments to: Pam Sichting, Umpqua National Forest, 2900 NW. Stewart Parkway, Roseburg, OR 97471. Comments may also be sent via e-mail to: *comments-pacificnorthwest-umpqua@fs.fed.us,* or via facsimile to 541–957–3495. Comments may be hand-delivered to the above address Monday through Friday, from 8 a.m. till 4:30 p.m., excluding legal holidays.

Comments received in response to this solicitation, including names and addresses of those who comment, will be part of the public record for this proposed action. Comments submitted anonymously will be accepted and considered; however, anonymous comments will not provide the respondent with standing to appeal the subsequent decision.

FOR FURTHER INFORMATION CONTACT: Pam Sichting at 541–957–3342 or by e-mail at *psichting@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 Time, Monday through Friday.

Information concerning the construction and operation of the PCGP is contained in the FERC Jordon Cove-Pacific Connector Gas Pipeline Project Final Environmental Impact Statement. Also information about the Project is available from the FERC Office of External Affairs at 1–866–208 FERC (3372) or on the FERC Internet Web site (*http://www.ferc.gov*) using the eLibrary link. Click on the eLibrary link, click on ''General Search,'' and enter the docket number (CP07–441–000) excluding the last three digits in the Docket. For assistance, please contact FERC Online Support at *FercOnlineSupport@ferc.gov* or toll free at 1–866–208–3676, or for TTY, contact (202) 502–8659. The