



CALIFORNIA
BEEF
COUNCIL

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TO: County Extension Agents
FROM: Jane Anderson, Executive Director
DATE: February 1, 1988
RE: BEEF REFERENDUM UPDATE

1988 is the year of decision for the beef industry! The National Beef Promotion and Research Act requires that a Referendum be held amongst all producers by May 18, 1988.

On January 8, the Federal Register included the rules for Referendum. The comment period closes February 8, 1988. You will find copies of the Federal Register and a synopsis of the major points attached to this letter.

The beef industry will be relying on you in the County Extension Agency Offices across the country to help with the Referendum. As you read the rules, you will find your offices will be the site. The specific date will be set by the Secretary of Agriculture. The Beef Promotion and Research Board has made a request that the Secretary designate May 10 as the date, but this is not yet definite.

I thought you would like to have this preliminary information about the Referendum. We have enclosed four brochures which describe the program from the point of view of the national board and the CBC activities. We will keep in touch and let you know the follow-up information that you will be needing as you play your role in the Referendum.

If you have questions, please contact Greg Findley at our office.

Once again, thank you for the cooperative efforts we have enjoyed in the past and for those to come in 1988.

JA:br

Encls
Federal Register
Synopsis of Fed. Reg.
How's My Dollar Being Spent
Beef: Real Food ...
1988 Checkoff Program
The Beef Producer's Investment...