



CALIFORNIA
BEEF
COUNCIL

551 Foster City Boulevard
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Foster City, CA 94404-1673
415-571-7100

FEB 16 1988

Jim

TO: County Extension Directors

FROM: Jane Anderson, Executive Director *JA*

DATE: February 12, 1988

Enclosed is the mailing sent to approximately 7200 California producers currently on the CBC update list. The envelope includes the 1988 Check-Off Brochure which you received in the last mailing, as well as an Information Interest Reply card. If you can use additional reply cards for your county, please contact Laura Stalder at our office.

Within the next two weeks you will receive a bound copy of a Leaders Kit. The kit highlights many of the industry's programs. It offers questions and answers you may receive about the May 10 Referendum.

In a separate mailing, you will also receive a video tape which can be used in conjunction with the Leaders Kit. We hope you will review them both when they arrive.

There is a slide set which can be made available if you need it.

My last memo included the proposed rules of the Referendum. We understand now that the final order will not be published until the latter part of March. However, the Secretary has designated May 10 as the election day. The second decision involves eligibility to vote. Each individual or business owning cattle, or importing cattle or beef, during the period October 1, 1986 to March 31, 1988, will be eligible to vote. Each will be entitled to cast only one vote.

Once you have had a chance to review the kit and tape, give us a call if we can be of further help.

JA:br

Encls.

MAY 10 IS THE DAY

Vote in the Beef Checkoff Referendum.

Let your neighbors know the news so they can join you in casting a vote.

Contact us for further information:

California Beef Referendum Information Committee
P.O. Box 7546
San Mateo, CA 94403

Working together, beef, veal and dairy producers can continue to spread the word about beef checkoff programs in promotion, research, education, and public information.

WOULD YOU LIKE TO HELP ?

Just drop this postage-paid card in the mail today and you'll receive additional information. Thank you for your help.

YOUR NAME: _____

ADDRESS: _____

CITY: _____ ZIP CODE: _____

COUNTY: _____ PHONE: () _____

May 1988						
Sunday	1	2	3	4	5	6
Monday	8	9	10 VOTE	11	12	13
Tuesday	15 Mother's Day	16	17	18	19	20
Wednesday	22	23	24	25	26	27
Thursday	29	30	31			
Friday						
Saturday						



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