



CALIFORNIA BEEF
REFERENDUM INFORMATION COMMITTEE
P.O. Box 7546
San Mateo, CA 94403

March 24, 1988

Dear County Extension Director:

May 10 is approaching rapidly, and I'm sure you have been asked many questions about the Beef Referendum and have had requests for information and materials. To assist you in responding to those questions and requests, the following materials have been enclosed for use by your office:

- Absentee ballot request cards
- 1988 CBC Checkoff brochures
- Referendum rules summary
- Posters
- Referendum activity calendar
- Referendum materials list
- Materials order form
- List of local referendum committee contacts

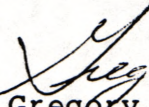
As you may be aware, we are pushing very hard the use of absentee ballots to generate a large voter turnout in California. Toward this end, absentee ballot request cards have been mailed directly to all California Cattlemen and CattleWomen members, all beef members of the California Farm Bureau and all dairymen on the Department of Food and Agriculture's milk pool list. In addition, the FFA advisor for each vo-ag program in California has been sent cards for their students and, through Extension, all 4-H project leaders are being provided cards for their project members. Finally, each local referendum committee, County Extension office and County Farm Bureau office is being provided cards.

Despite this extensive distribution, it will not be easy to get request cards into the hands of the many producers who do not belong to industry organizations. The local referendum committee in your area is taking the lead in getting request cards to these non-belongers by encouraging producers to contact their neighbors with information about Checkoff programs and the referendum. Many of these non-belongers, however, are likely to contact your office, and we would like you to have request cards and information available for them.

When you do handout the absentee request cards, please encourage the individual to mail the request immediately and return the ballot they will receive by April 25. In addition, since absentee ballots must be returned to County Extension offices by May 3 and cannot be sent to requestors after April 29, it might be best to not handout requests after April 17. Whether this is a reasonable cutoff for your county will, of course, depend on how well the postal system services your area. What we want to avoid, however, is someone's vote not getting counted because his/her absentee ballot gets to the County Extension office after May 3.

Your office is playing a very important role in the Beef Referendum. We are very appreciative of your fine efforts and will assist you, and work with you, in any way that we can. If you have any questions, or need more materials, please do not hesitate to contact us, (415) 598-2612, or the local referendum committee contact for your county (see attached list).

Sincerely,



Gregory D. Findley
Referendum Coordinator